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# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXIII

APRIL 29, 1933

NO. 17

Whatever she does is national news in thousands of papers. Hollywood is now all agog about her. Her new novel will have reams of publicity, double-barreled promotion, supercharged advertising, and a popular acceptance that is eager—like an issue of new currency to the book trade. She is the American queen of perennial publicity. How sharp is your selling eye for books that are news? Our order department is wide open.  
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## Transatlantic Wife

**WILLA  
CATHER'S**  
*April Twilights*

Includes a new long poem, *Poor Marty*, that has not heretofore appeared in book form. *To be published May 5 at \$2.00.*

**BORZOI  
FOR**

**G. B. STERN'S**  
*New Novel*  
**Long Lost Father**

Another sure-fire summer seller, by the author of *The Shortest Night* (sales 13,500 at \$2.50), *Thunderstorm* (13,700 at \$2.50), *The Rueful Mating* (13,400 at \$2.50). Miss Stern has been in America for the past four months—an English author visiting us and not lecturing! She has made hosts of friends, for her company is as witty and amusing as her books. I think a definitely bigger audience awaits this new one. Won't you help me reach it by stocking amply? *To be published May 5 at \$2.00.*

**THE INCOMPETENTS**  
*by R. E. Spencer*

author of *The Lady Who Came to Stay* which *The New York Times* described as "an expression of a new and original and very striking talent" and William Lyon Phelps listed among the "ten best books" of 1931. John Cowper Powys writes of the new novel: "I have read *The Incompetents* with the utmost interest and delight... It is a triumph... the kind of book you cannot stop reading until you finish it... carries your interest breathlessly along from point to point and stage to stage just as a tale of adventure does." *To be published May 12 at \$2.35.*



**ALFRED · A · KNOPF**

# DI BOOKS R MAY

## FOOL'S GOLD

by Stanley Hart Page

A "gold" mine swindle, the body of a murdered man disappears, another corpse turns up locked from the inside in a seemingly impregnable room . . . . mysteries only Christopher Hand can solve. *To be published April 28 at \$2.00.*

Would you like a "Gentlemen Prefer Blondes" today?

## NO NICE GIRL SWEARS

by Alice-Leone Moats

may be it

A handbook on what The Young Girl About Town Should Know which may amuse or shock but abounds in very practical, if worldly, advice on life as it is lived in 1933. Debs, post-debs, sub-debs and their mothers will find it essential. Their fathers will read it to find out what their daughters are thinking about. Some of the chapters: *Should She Ask Him In? You're the First Man I've Ever Kissed, May I Call You Up Some Time? Cutting In and Sitting Out, Never Speak to Strangers Unless They Speak to You, In a Strange Bed, Our Plastered Friends. . . To be published April 28 at \$2.00.*

## WALTER DE LA MARE'S

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This is the first volume of new poems in six years by one of the few major poets of our day. A beautiful book designed by W. A. Kittredge and made by The Lakeside Press, designer and printers of the *Collected Poems of Elinor Wylie*. *To be published May 19 at \$2.50*



P F PUBLISHER - NEW YORK

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On April 29th we publish **THE PRIMER OF INFLATION** by **EARL SPARLING**. The first edition has been rushed off the press, but stock will not be available until day of publication. Orders will be filled in order of their receipt.

**THE PRIMER OF INFLATION** will prove an actual investment for every reader. Written in terms that the layman can understand, it clearly explains just how the new policy of inflation will affect the individual as (a) wage earner, (b) employer, (c) consumer, (d) merchant, (e) debtor, (f) creditor, (g) rent payer, (h) landlord, (i) taxpayer, (j) farmer, (k) banker, (l) investor, (m) speculator, etc.

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by **EARL SPARLING**

## *Authoritative Comments on Inflation*

"To anyone who appreciated the consequences of the March crisis and of the measures taken to deal with it, it has been clear . . . that inflation was inevitable and necessary . . ."

—WALTER LIPPMANN

"I regard the action now taken as being the best possible course under existing circumstances."

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*Extracts from a full column editorial in the New York DAILY NEWS (circulation 1,450,000) of April 17th:*

"WE'D call this the most significant book of the year to date, and probably of several years to come, as well as one of the most interesting and encouraging books any one could read... These pages talk plain English... It is a mighty book, by the man who is the present hope of the American nation."

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For those who want LOOKING FORWARD in a beautiful and permanent form, a limited first edition of one hundred copies, printed on all rag paper and bound in buckram, gold stamped and with slip case, is now available.

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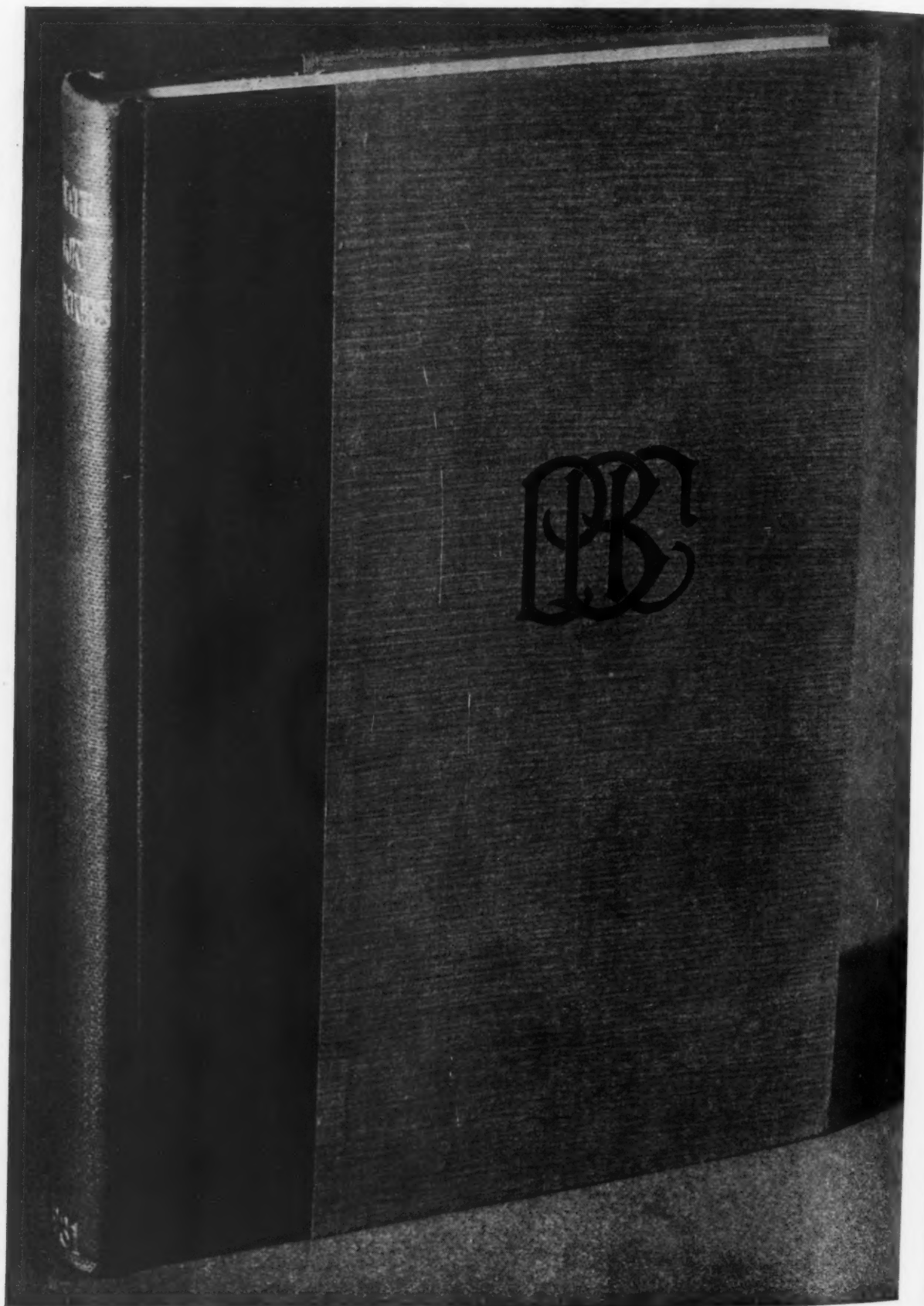
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and **Marc A. Rose**

Authors of **A PRIMER OF MONEY**

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**What are their virtues and defects.**

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**How inflation affects you and your business.**

**Why we should inflate.**

**How we should do it.**

In their previous book, *A Primer of Money* (sales to date 8500), the authors proved their ability to write clearly, simply and with authority upon the complicated subject of our monetary system. Here again they offer a clear, understandable, and accurate exposition of the subject that is in everybody's mind.

***There will be a big immediate demand for INFLATION.***

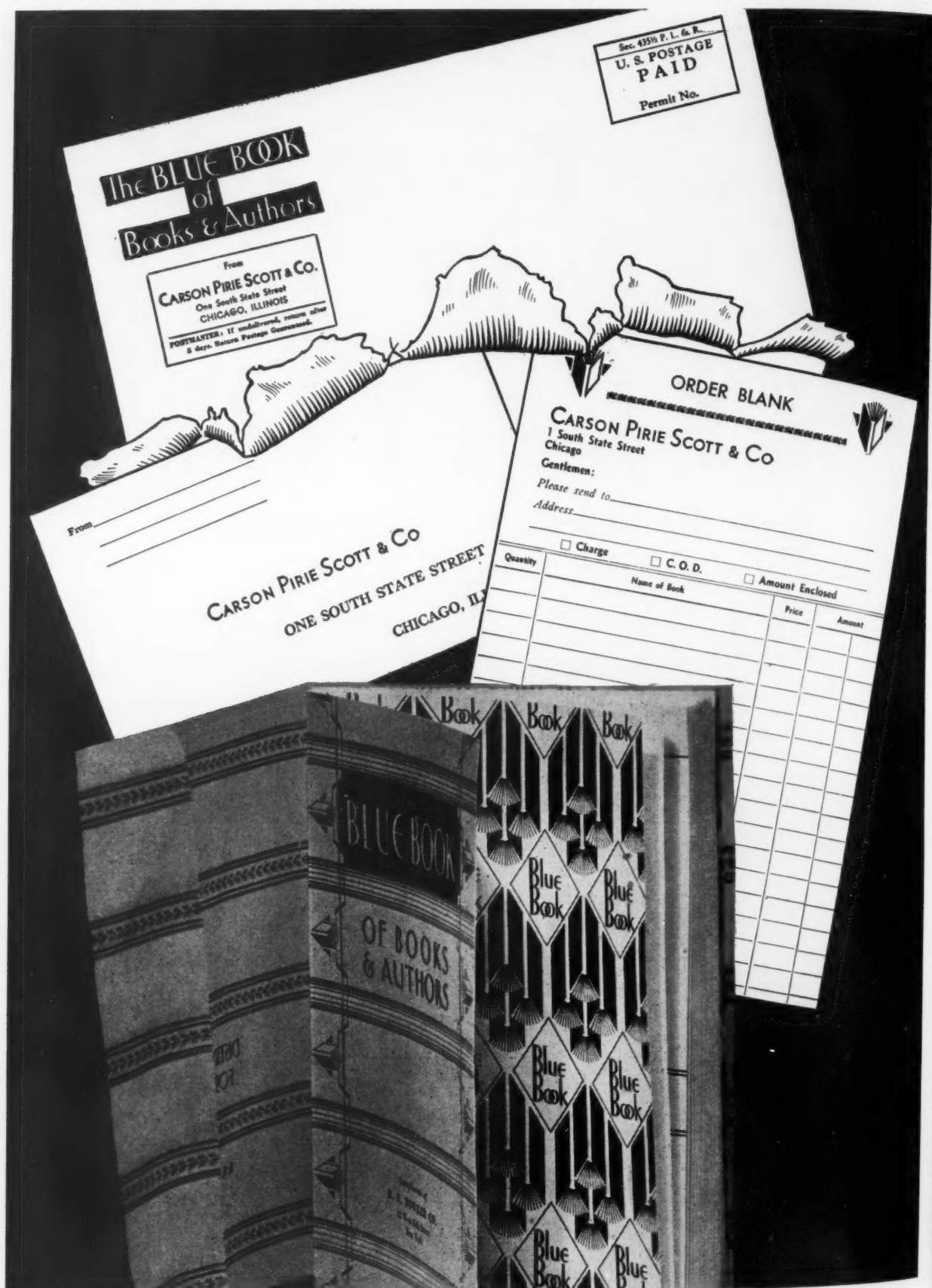
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OFFICE OF THE TREASURER

April 21, 1933

Dear Mr. Scott:

For a quarter of a century, which covers my connection with the book trade, I have looked for a novel which completely satisfied my every requirement for a perfect book. My search has at last been rewarded in "As The Earth Turns" by Gladys Hasty Carroll. Not only is this book a great American novel, it is, in my opinion, the Great American Novel for the particular phase of American life which it portrays.

This book will bring profit to all connected with the book trade and great pleasure to the reading public of all ages and tastes.

It is going to win for me two quarts of ~~██████~~ which are the stakes in two bets I made today. First, (one quart) that the public sale will exceed 30,000 copies by January 1, 1934; and, second, (another quart) that it will be the choice of the Pulitzer Prize Committee as the "best novel for 1933."

Sincerely yours,

*Richard F. Hull*

\*deleted by Censor.

Cecil Scott, Esq.  
Macmillan Company  
240 Newbury Street  
Boston, Mass.

RFF/sc

**AS THE EARTH TURNS**

*will be published*

**May 2nd**

by THE MACMILLAN COMPANY

## THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

APRIL 29, 1933

## Dodging the Possible Book Buyers

*Are Publishers of Nature Study Books Reaching the  
Widest Possible Audience?*JIM SMILEY, *alias* PETE THE GUNMAN

SEVERAL MONTHS AGO, consulting with an editor-publisher of an outdoor magazine whose sworn circulation was something more than 15,000, I suggested that he let me do book reviews for him within the scope of wildcrafting, natural history, touring, adventuring, hunting, fishing, and trapping. I could not afford to buy the books I needed in conducting question and answer departments for several publications—specialty and fiction—and it seemed to me that bringing specialty books to the attention of readers within a certain definite scope of interest, telling them where these books would fit in their working libraries, would definitely help the book publishers and the customers who buy books.

My need of these books can be indicated by the fact that more than 15,000 people have come to my desk through question and answer departments seeking definite factual information relating to outdoor topics, trapping, hunting, fishing, camping, etc.

The book review department was tried. We now run from three to five or six reviews of books a month. Readers instantly responded favorably. The scope of the department ranges from catching furs to learning how to be a forestry scientist. Obviously I have to know my stuff. The fact is I have two tons of books of facts in my working library, and I have traveled more than 100,000 miles in back districts in search of facts from which to write my fiction and conduct my departments.

Of literature I know hardly anything. I wouldn't put my knowledge of writing technique against that of a high school student. But when I mentioned "the only book that

tells how to stillhunt" in my question and answer department, the demand for that book was so great that the magazine in which I printed that name immediately began running full page advertisements, and continued running them for three years every month.

I don't blame publishers for desiring technical literary accuracy in their books. Fine language is a delight and a necessity, both. But in my work I find that the 80,000 specialists I reach every month in one publication demand first the facts, plainly told; and if these are given them, they are reasonably satisfied. I read with utter reverence Thoreau, Hudson, Ruskin, Darwin, Shaler, Seton and other great writers whose genius enabled them not only to speak unmistakably the truths they partly learned and partly divined, but also to cross the line from temporary limited appeal to far flung immortality.

At the same time, I am obliged in my department work to recommend to certain individuals that they read Dailey's "Trap Lines and Trails" or Thompson's "The Wilderness Trapper" when they ask for information about going into the woods to live on the country, rather than the book Thoreau wrote at Walden Pond.

My job has been to conduct a class of 80,000 to 200,000 readers every month for 21 years, telling them how and where to find the books, the five, ten, twenty books they need to become experts, to add book-learning to their first-hand natural history, wildcraft and sporting information.

The boy who catches muskrats in a slough or brook may have 1,000 facts in his head.

He wants to trap mink. To do that he could get by with 5,000 local facts. To be a good muskrat trapper he should have about 4,000 facts and for mink, 10,000 or so. I refer him to the standard authorities on trapping. When a South Dakota trapper is "stuck" by a coyote too smart for his knowledge and skill—to whom do I refer him? First, "Coyote and Wolf Trapping," certain Government publications, and then Ernest Thompson Seton's story, "Lobo"—the short story that made this great observer, reporter and naturalist famous.

There are probably six or eight men like me, who specialize in placing wild-life data resources before department inquirers. I suppose I have started ten or fifteen thousand youths to buying and reading books and sold more than 100,000 specialized books through my departmental references and suggestions that book-learning be added to practical experience.

In the early 'Nineties the practice was to jeer the "Perfessors," the bespectacled Nature Students. I've slept out an aggregate of more than five years. My personal investigations have gone from skiff tripping along the North Shore of Lake Superior to the Swamps of Louisiana. I've trailed woodsmen and trappers through the forests hundreds of miles—ransacked the wide open spaces with binoculars and unceasing curiosity. And when I compare the things available from personal experience compared to those I have in my two tons of working library, experience counts 2% and the books at least 96% or so.

The other day I saw in a literary journal an announcement of a book that would absolutely form the basis of natural history in any library as to fur and game and warm-blooded animals. Here was a book I myself needed on my desk. I should probably bring it to the attention of hundreds of thousands of readers—not 1% of them "literary"—as the basis for their biological studies. And I simply couldn't afford to buy the book. I wanted more than anything else to help my trappers, woodsmen, shanty-boaters, hunters, professional wildcrafters to have a "literary" and "scientific" foundation by urging that they get this book. And so I wrote requesting a copy of it for review.

And in reply, I had the expression of sorrow that "our review copies of 'Thus and So' are exhausted. We should be happy to

send you a copy on FIVE days' approval if you so desire."

To this I made answer, in part:

"You distribute 'review' copies only among those who know literary form. You don't know that this group's interest in your work is precisely the same as their interest in Hudson, Thoreau, Burroughs—chiefly concern in rhetorical, grammatical, verbal gymnastics—and with little or no thought regarding the *facts*."

"Right here is the chief failure of publishers' advertising. They think only of the literary market. As regards your book, outside of public libraries, museums, etc., it may mean only such readers as are both literary and Nature students. There are 6,000,000 gun licenses issued annually, 500,000 of which represent nature students; and another 500,000 professional wildcrafters—men dependent on furs, game, fish, meat and byproducts of the wilds for livings. Of tens of thousands of contacts I recall only a score competent to consider *literary* slants—and thousands who would appreciate Nature facts, fundamentals of biology, etc. . . .

"Obviously, you don't even know where 75% of your potential market is, probably not 90% of it—the people who seek facts, not literary form."

Obviously, literary excellence, in my field, consists of having the facts and telling them unmistakably. The quality of inspiration which enables a writer to give his data unforgettably is, of course, the mark of genius. But potential patrons of books who need material truths care not at all, probably are unconscious of writing technique if from the printed pages they obtain the details they need. They seek the materials.

For twenty years I have been seeking the printed pages for information to pass on into the Question and Answer departments and information-distribution departments with which large out-door fiction magazines have entrusted me. Sometimes a single book exactly fits, as the practical forestry of Fernow or Chansler's "River Trapper," or Anthony's "Field Book of North American Mammals." Commonly, however, the need is for several pounds of books, pamphlets, advertising catalogs. Sometimes to earn my 15 cents an answer I must ransack catalogs and books of fact for hours—because a

youth's whole career, his success or failure in life, may depend on his obtaining the exact \$1 wildcraft book or \$5 science book or 10-cent government document. On the other hand, from long familiarity with the ideas, facts, type of letter, regional conditions, etc., I can often knock them out at the rate of 100 or 200 answers in a day—but with two or three stickers to wait over till I find the fact or philosophy or suggestions to meet the exigencies,

when some darned kid of 14 ties up the whole works with the happy inspiration of independent thinking and curiosity. If I can shove that boy between the covers of a book, he's a made man. He'll spend his whole life in the trail I helped him blaze—undaunted, persistent, independent. Ask Raymond Ditmars, the great herpetologist how he became a reporter on the *New York Times*, learning to write covering courts! Ask Dick Wood the trapper-photographer! Ask Walter Chansler the shanty-boater! Ask that Canadian army captain who spent three winters in successful trapping in Walnut Bend below Memphis, Tenn., on Old Mississippi!

I can speak for millions of outdoor people, alone, who need fact books and who read only the eight or ten magazines on their own specialty—whose Q & A departments, whose specialists, whose authorities are too poor to buy the books they need—which often the magazines, struggling with conditions now existing, cannot supply—and yet who, if they

knew of these books, and could refer their readers to those sources of information, would sell probably 500,000 to 1,000,000 information-books annually. But these department workers are

not literary. One of them, the most important of the trappers, for example, is running a line to catch fur in the northern Adirondacks of New York, E. J. Dailey. Tens of thousands of readers follow his columns—would buy any book he sug-

gested by the hundreds. What "publicity" book man in New York ever heard of him? And there is R. S. Oakes—who lived in a cabin built of discarded railroad ties in the Utah Desert—organizing co-operative trading posts throughout the country in every one of which the most important of all merchandise would be books that tell the wildcrafters, the professional trappers, hunters, fishermen, with \$25,000,000 to spend annually, how better to develop and increase their lives.

And to such judges as the critics who go by form the publisher gives his books of facts for review; and he jeers the people competent to judge their factual contents; and when workmen try to get review copies to put them before thousands, tens of thousands, hundreds of thousands of readers (I reach more than 500,000 specialist outdoor people, annually) they say "We're awfully sorry but review books are exhausted, already." And this, before the potential readers ever even hear of them!

*JIM SMILEY and Pete the Gunman are the pen names of Raymond S. Spears, Conservation Director of the American Trappers' Association, who is thoroughly versed in the lore of the wild. He conducts a department in West, and other outdoor magazines, reviews books in a sportsman's magazine, writes pulp-magazine fiction and has had a number of books published.*



# Window Lights

*A Department Devoted to Advance Information on Window Display  
Material and Practical Hints on Window Designing*

ALFRED VAN AMEYDEN VAN DUYM

Pan in the Book Shop

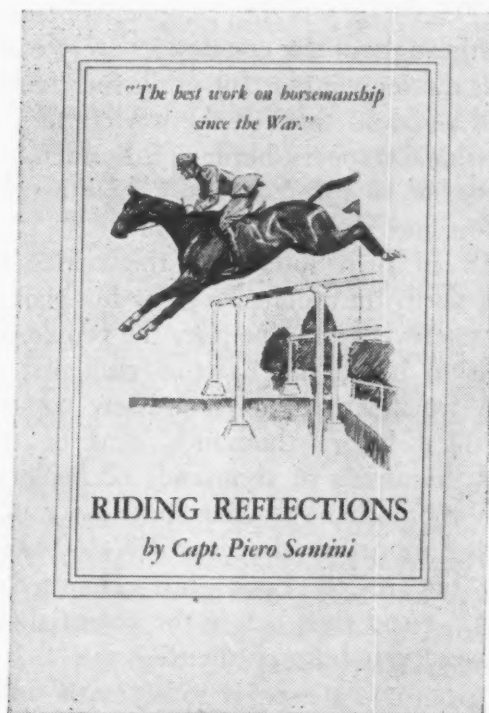
GOLD STANDARDS may come and gold standards may go but the standard nature sets remains the same all over the world and within the time of man.

It is at this time of the year that the great outdoors begins to beckon us, and we may relinquish all our worries in pursuit of that sort of happiness which is denied to very few among us. Perhaps it may be felt that the bookshop is an inessential feature in ac-

din and vexation of cities. Perhaps there is no time of the year at which objects other than books can be used to better purpose in our windows.

In order to make our windows effective we may study to good purpose the windows of sporting goods stores, more especially in large cities. We may even enter into some kind of understanding with these stores, so they'll lend us some of their goods which would emphasize books on given sports and outdoor occupations. That is where department stores have the jump on bookshops. Enlarged photographs of people occupied at different sports add to the attractiveness of such a display and in our windows we may show how books may help us prepare for vacations. Sectional maps may be shown to advantage, as well as maps of different states.

As a matter of fact those maps supplied by the different railroad companies, showing the various camping and sports activities on land as well as on the seashore and by the lakes, would furnish excellent backgrounds or centers for your window displays. For bird lovers, and collectors of specimens of butterflies and flowers we might effectively add some stuffed birds, a tray of butterflies or herbariums. For the passionate fishermen and hunters we may add devices to their liking. And do not forget books on horses and horseback riding. Right here we might as well begin enumerating books which seem especially appropriate for the occasion. Simon and Shuster have just published a book which certainly must fascinate every lover of horses and adventures entitled "Tschiffely's Ride" for which there is a poster available. The same company also emphasizes the fact that they have unusually well-executed posters for that very successful book on golf which they published last year, Morrison's "A New Way to Better Golf." A book which has been



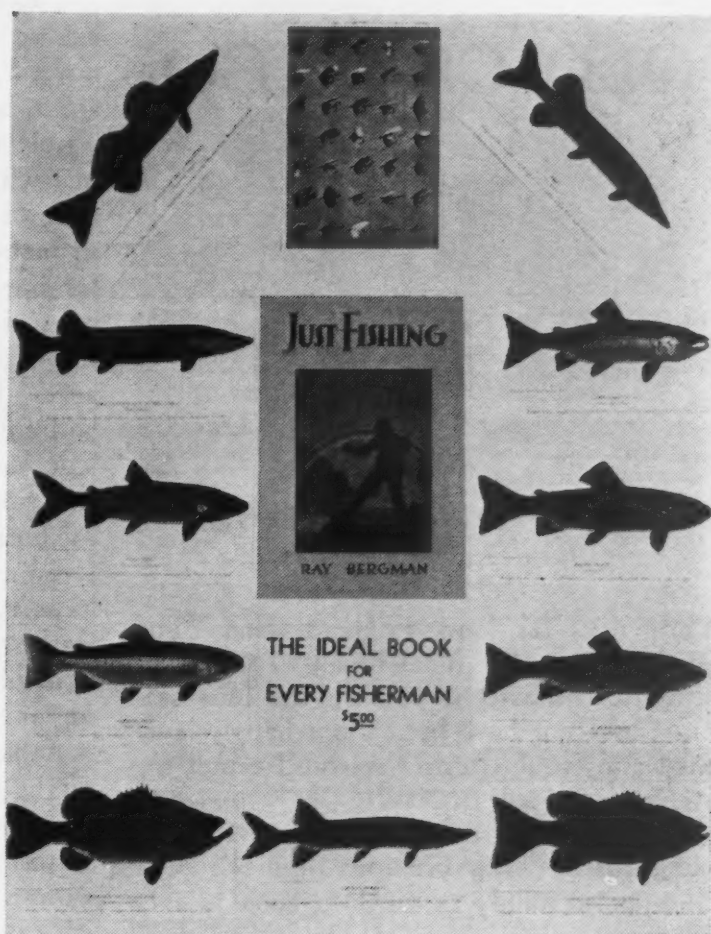
*This Derrydale Press poster will catch the eye of your equestrian customers*

quiring this boon which comes each year to us for, alas, so short a time; quite the contrary, however, happens to be the truth. We must go out equipped to enjoy what nature has to offer and for that purpose books are necessary. It does not require a study in which to read a book; nature and the great out-of-doors provide that harmonious calm which is denied us in the midst of the eternal

called the best book on horsemanship since the war is "Riding Reflections" by Capt. Piero Santini (Derrydale Press). Other good books on horsemanship of recent date are "The Horse and His Schooling" by M. F. McTaggart (Scribner), "Mount and Man" by the same author, "The Saddle Horse" by W. G. L. Taylor (Holt), and "A Short Cut to Good Riding" by Singerly McCartney (Duffield and Green).

Two good books on archery, a sport which by the way is yearly gaining in popularity, are "Archery Simplified" by Philip Rounseville and "Modern Archery" by Arthur W. Lambert, both books published by Barnes. The Penn Publishing Company, of Philadelphia, publish a revised edition of Robert P. Elmer's "Archery." This publisher also brings out "Just Fishing" by Ray Bergman. There is a magnificent poster available with this book which I have used with very gratifying results in the windows I make (the publishers will bring the same kind of poster out for "Archery"). Other books on fishing which ought to prove helpful as well as entertaining: "Streamcraft" by George Parker Holden (Appleton), "Let's Go Fishing" by Reittel (Whittlesey) "Telling on the Trout" by Hewitt (Scribner) and on the same spotted hero of the streams and lakes, "Taking Trout with the Dry Fly" by Samuel G. Camp (Macmillan). Then there is "The Autobiography of a Fisherman" by Frank P. Day (Minton, Balch).

And so we might go on enumerating books in the different fields of outdoor sports. As, however, a very fine list can be found in the May *American Book Councillor List*, it isn't necessary. But we would like to be specific about some publishers who have made a special effort to render the outdoor displays to be used in windows effective as well as attractive. The Derrydale Press display has been used with pleasing sales results in the following bookstores, Scribner's, Stewart Kidd, Charles Sessler, Kroch's, Brentano's, Byron's. They are also planning a window card showing a portrait of a hound's head, which will be used in con-



*Penn Publishing Company offers this poster in full color as an aid to selling "Just Fishing"*

nection with a new book "Col. Weatherford and His Friends" and also a limited number of cards for "Riding Reflections."

Macmillan has a list of 35 Outing Handbooks at a dollar each covering every field of sport, 11 on outdoor life, 5 on fishing, 4 on arms and ammunition, 6 on dogs, 3 on boats, and 6 on sports. They will gladly furnish a special bookrack for these.

Woodcraft and birdlore seem to me special subjects which could be connected with local Boy Scout and Campfire Girl groups. Putnam and Doubleday, Doran both have a very interesting nature guide series, the compact size of which encourages one to take them on hikes and camping.

Then of course there are the water sports, swimming, canoeing, boating and sailing and these books are also well represented on the *American Book Councillor Lists*.

Macmillan has just sent me a poster on their forthcoming book which promises great success "As the Earth Turns" by Gladys Hasty Carroll and which according to no less an authority and critic than William Allen



*One of a series of four window cards  
furnished by Appleton*

White does for New England what "The Good Earth" did for China. The poster with the emphasis it puts on the four seasons could not have been more happily executed and would form a splendid center for any outdoor book display.

Appleton sends us a very attractive set of four cards for Mary Hastings Bradley's "Old Chicago," certainly as timely a book as ever there was. I also would like to tell you about another book in connection with Old Chicago. It is to remain a surprise, but at the time it comes out I will be certainly rooting hard for it. It is absolutely unique within my own experience.

What to me seems the greatest publishing event since "Ann Vickers," will be the pub-

lishing of Hervey Allen's half-million word novel "Anthony Adverse." The publishers are to be congratulated on the magnificently simple make-up of the book, which stands in such, we would almost say, daring contrast to the flashiness and cheap appeal of so many modern bindings and wrappers. I for one, though I have as yet not read the book, fervently hope that the contents will come up to its matchless outward appearance. By the way, this book by its length and absorbing contents ought to make excellent vacation reading and would save one the trouble of taking along half a dozen mediocre fiction books. I also want to recommend "Little Man What Now?" as a most satisfactory antidote for gathering an impression of modern Germany from Hitlerization, whether you consider that a blessing or a curse.

As long as I am off the beaten track I might also mention that neither the bands furnished by the *Saturday Evening Post* advertisers to put around the books for the various advertising publishers nor the greenish cardboard boxes Knopf puts around his new books add to their display effectiveness. This is not just a personal opinion, I have queried around and found my own reactions confirmed. Both tend to make the books look uniform and unattractive..

In this department next time we will discuss the construction of window displays.

## Customers' Choice

WE PUT OURSELVES in the mood for thinking of sports and outdoor books by going down to Wanamaker's Sportsman's Show early last week to watch Art Neu perform black magic with a trout rod. Watching him flick a dry fly with deadly accuracy we yearned for dark pools and white water and the thrill of the rising fish. Some of the thrills we got, vicariously, from Ray Bergman's "Just Fishing" (*Penn*) which just now is one of the leading sports books in the metropolitan stores, and which seems to be especially pleasing to customers in that it combines instruction and reminiscence in just the correct proportions.

In the Abercrombie & Fitch book department, for instance, "Just Fishing" is one of the leading titles this spring. Other fishing titles in demand here are "Dry Fly and Fast Water" (*Scribner*), "Telling on the Trout" (*Scribner*) and "The Fly-Fisher and the Trout's Point of View" (*Lippincott*). Books on horses and riding are also popular with "An Eye for a Horse" and M. F. McTaggart's "The Horse and His Schooling" both *Scribner* publications, showing a good sale. Here, as in almost every store we have visited, the sport book with the best sale is Alec Morrison's "A New Way to Better Golf" (*Simon & Schuster*).

Besides its well-stocked table of garden books Scribner's Book Store has two prominent displays of sporting books. Here they are looking for a good sale for Gordon Grand's second book "Colonel Weatherford and His Friends," published by the *Derrydale Press*. You may remember the success of the first book, "The Silver Horn," which was published last May at \$7.50. By December the book had gone out of print. It is now selling at almost double that price.



Scribner's has a year round sale for dog books. One of their most popular items is Will Judy's "Training the Dog." Another is "Tail Waggers" (*Scribner*). Probably the most popular single breed at present is the Scotty. Scribner's has sold many copies of "The Book of the Scottish Terrier" (*Orange Judd*). A new Scribner publication that kennel owners will be looking for is "The Dog's Medical Dictionary," published this spring.



At Brentano's 47th street store, S. P. Crawford, in charge of the large sporting books department, told us that his most popular section was garden books, with dog books in second place. Books on horses and riding, birds, and fishing follow in that order. His best individual seller is "A New Way to Better Golf." "Just Fishing" is the runner-up.



Most people who come to Mr. Crawford for a dog book ask for a book on the particular breed they own, but unless they are fanciers he usually persuades them to buy one of the general dog books instead. This, he says, is because books on the breed usually devote a great deal of space to the discussion of famous champions, etc., while the general dog book gives more general advice on care and feeding. "Our Dogs" (*Orange Judd*) is the book he usually recommends, with such success that it is the department's third best seller. "Dr. Little's Dog Book" (*McBride*) is another title he often suggests.



**What Is Your Favorite Sport?**

In the letter inside this folder, a veteran sportsman gives his opinion of a book selected because of its illustrations, information and "my experience" yarns. It is a book which will be valuable to you and a pleasure to own.

If you would like this book or any other related to the same hobby which is listed on the back of this letter, check and mail this to us, or phone Rittenhouse 9325.

**GEORGE W. JACOBS & COMPANY**  
1726 CHESTNUT ST. PHILADELPHIA, PA.

*Inside this folder were printed letters from outstanding sportsmen in different lines*

Mr. Crawford told us that books on horses and equitation are increasing in demand. People who ride, nowadays, follow a definite school of style, and the schools are numerous. Besides the books on horsemanship published by *Scribner*, the *Derrydale Press* books and volumes in *Lippincott's Lonsdale Library* which are devoted to horses are popular. One of the best, we were told, is "Fundamentals of Horsemanship," by Lieutenant Rademan, published by *Camac Publishers*, in Philadelphia.



The most popular series at Brentano's is the *Pocket Nature Library* (*Doubleday*) which covers flowers, birds, trees and butterflies. The *Putnam Nature Field Books* are also essential. Individual books in demand are "The Handbook of Birds of Eastern North America" (*Appleton*), "The Bird Book," by Neltje Blanchan (*Doubleday*) and "Outline of Natural History" (*Putnam*). For the numerous customers interested in tropical fish there is "Tropical Fish for the Home," published by the *Empire Tropical Fish Import Company*, in New York City.



In the field of sports Brentano's is finding success with "Lacoste on Tennis" (*Morrow*), "Swimming the American Crawl," by Johnny Weissmuller (*Houghton Mifflin*) and "Track and Field," by Charles W. Paddock (*Barnes*).



Garden City Publishing Co. is issuing a companion to the "Cocktail Wheel" in the form of a "Beer Wheel"

Some books that are needed, Mr. Crawford told us, are books on salt-water fishing, on how to row and on camping and woodcraft.

❖ ❖

Out in Minnesota the St. Paul Book and Stationery Co. just now is devoting an entire window to books on gardening and nature study, backing up the window display with a table of the same type of books just inside the shop. This store has sold 300 sets of "Birds of Minnesota" (\$6 a set) since its publication last fall.

❖ ❖

George W. Jacobs & Co. in Philadelphia have used a very effective folder from time to time to announce sporting books of a limited appeal. We reproduce it on another page. These were made up (Carolyn Coggins designed them) so that a letter from an outstanding sportsman in *any* line could be used with them. The advantage of a folder of this type is that although it can be printed up in quantity small numbers of the folder can be used at one time, with appropriate copy multigraphed on the inside.

❖ ❖

Will H. Johnson, of W. B. Read & Co., in Bloomington, Ill., made a very attractive window of sport and outdoor books by en-

listing the aid of the local Boy Scout Executives. In their sporting goods department, a rough hewn bookshelf, holding some Boy Scout stories, books on nature study, bird books, etc., has created a good deal of interest.

❖ ❖

Out in Berkeley, Calif., at the Sather Gate Bookshop, "A New Way to Better Golf" and "Just Fishing" are finding a steady sale, as are individual treatises on training dogs. Quail Hawkins tells us that a strictly college sport is the combination of hiking and reading poetry out of doors. Students of the University of California like Goldmark and Hopkins' "Gypsy Trail" (*Doubleday*), but more often Robinson Jeffers or Edna Millay accompany the couples that wander off into the solitude.

❖ ❖

Ruth Liljegren recommends to customers of the Beacon Book Shop in Chicago the *Putnam Nature Field Books*. She keeps track of the likes and dislikes of her individual customers and whenever she sees a review of a book on fishing she clips it and sends it to one of her fisherman customers, usually making a sale.

❖ ❖

Charles Sessler, in Philadelphia, was one of those who did well with Gordon Grand's "The Silver Horn," although it was uphill work trying to find customers for a high-priced book of that type. Now that the author is established orders for the second book are coming in beautifully. This store finds that a complete window devoted to sporting books is very good publicity. Even though one does not realize immediate sales, the store becomes known as a specialist in that particular type of book, and when a worthwhile book is published the result is shown in satisfactory sales.

❖ ❖

Postal cards or circulars sent to a selected list of the Mead Stationery Company's (Greenwich, Conn.) customers who are interested in riding, hunting, fishing or yachting bring in sales for fine sporting books rather easily. Mrs. Thompson tells us that a personal note scribbled on a circular has real pulling power. Manfred Curry's "Yacht Racing" and the Gordon Grand books have received especial attention from this shop re-

cently, and the fishing devotees are enjoying Dr. Henry Van Dyke's "A Creelful of Fishing Stories" (Scribner).

❖ ❖

Many shops have found the Outing Handbooks, published by Macmillan, useful in a section of staple books on sports and out of doors. These books are inexpensive and cover a wide variety of subjects.

❖ ❖

The Dartmouth Book Stall, in Boston, has a list of the hunt clubs, mostly those with a membership around Boston, but with some further afield (they have a number of customers in South Carolina, for example), to whom they write about sporting books. Personal letters are the most effective means of selling sport books. No newspaper advertising is done. This is one of the shops which has had a good sale for "The Silver Horn."

❖ ❖

The Shaker Book Shop in Cleveland displays sport books with sporting etchings and bronzes, and has had special success with books by Will James and the Derrydale Press books.

Kroch's in Chicago use the special displays and window displays put out by the Derrydale Press and get results from direct circularization of their customers known to be interested in sports. "Of late, however, the moneyed class has become people without money which, of course, is a handicap in selling more expensive books."

❖ ❖

Several booksellers have written us that they did not do very well with sport books but that the demand for garden books had kept up well. James and Law of Clarksburg, West Virginia, devote several windows a year to garden books and can always depend on a good sale for such perennial favorites as the *Pocket Nature Guides* and Chapman's "What Bird is That?" This year the new Stevens book "Climbing Roses" has been a favorite.

❖ ❖

The J. R. Weldin Co. in Pittsburgh also devotes one window a year to garden books and finds a steady market for Macmillan's "Home Garden Handbooks" the *De La Mare* practical garden books and Putnam's *Field Book Series*. Mr. and Mrs. Brown are both very interested in garden books themselves.



A display of Oxford Dictionaries designed by A. A. van Duym for one of the Doubleday, Doran Book Shops. The "Shorter O. E. D." is having a splendid sale

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

Published by the R. R. BOWKER CO. R. R. BOWKER, President and Treasurer; FREDERIC G. MELCHER, Vice President; JOHN A. HOLDEN, Secretary.

Publication office: 19th & Federal Sts., Camden, N. J.

Editorial and general office:  
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April 29, 1933

**I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Index to Summer Publishing

THE SUMMER ANNOUNCEMENT Number and Index of the *Publishers' Weekly* will be published this year on May 27th and include the books issued in the four months preceding September 1st. Under the improved plan adopted for this year the Spring Announcement Number is published the last week in January, the Summer Number four months hence, thus supplying the booktrade with a thoroughly useful tool especially adapted to the needs of summer business.

To make it still more useful we are accepting the suggestion of booksellers that, insofar as obtainable, dates of publication should be given, and we are asking all publishers to take special pains to give information. This is the first testing out of the possibilities of giving adequate information of this kind, and the editors will take every possible step to get complete data.

Besides the general index, there will be another index of reprint editions covering all popular-priced fiction, juveniles and standards at \$1 and less. This type of business forms a particularly large part of the trade of many bookstores during the summer, and therefore this index will be valued. The last day for receiving titles for inclusion in this number is May 8th.

## Reaching the Sportsmen

WITH LENGTHENING DAYS and a warmer sun, thoughts turn naturally to the out of doors. The American Book Councillor List, prepared for booksellers under the direction of the Joint Board of Publishers and Booksellers, has chosen as its May topic the appropriate one of Books on Sports and Outdoor Life. The following letter has been prepared by Denhard, Pfeiffer and Wells at the Joint Board's request, as a suggestion to booksellers who want to send out the lists.

"Camp Fires—Trout Streams—Blue Water—Courts and Links—Woods and Fields—Mountain Trails.

"Wherever you pursue your favorite outdoor sport; whatever that sport may be, someone has written a good book about it. And you'll find on looking through the enclosed list a selection of the books that outdoor lovers ask for oftenest, chosen from the lists of leading publishers.

"Here the knowledge and experience of famous sportsmen and outdoor authorities are spread before you. Here are the newest books of instruction to improve your skill. Here are books that reveal Nature's secrets. And here, too, are exciting narrative, thrills, and the personal experiences of noted men and women in sports.

"Now is the time (if you haven't already done so) to begin a library of your own in your particular field of sport. Few things can give such solid satisfaction as the contemplation of a steadily increasing row of books on the sport you like best. Illustrated books, instruction books, rare old books, brand new books, biographies, now and then an autographed volume; some picked up for a song, some bought in a burst of wealth—but YOURS, all yours, to turn to at leisure; for help, for facts, for adventures, for memories.

"The enclosed list will help you to begin. The books on it are essentials in their fields—titles you must have. If you can steal a little time to visit us and look through these volumes we think you will find it time well and enjoyably spent. If you can't come in, telephone, or use the order blank which has been printed below for your convenience."

The use of these lists in reaching all those customers who are interested in a special subject has been taken up by many leading bookstores.

## Reading for the Practical Minded

"WE THINK THAT BEING PRACTICAL," writes Gove Hambidge in "Time to Live," "consists in spending our time at the immediate job of managing a business, earning a livelihood, making a profit. If we had a more realistic view of practicality, we would give less time to this immediate personal job and much more to understanding larger human affairs. It is these larger affairs, apparently not connected with our personal jobs, that throw us out of jobs entirely."

The bookseller frequently talks to people who apologize for the time they may spend in serious reading. Reading, they feel, is not really profitable, and yet, as Mr. Hambidge points out, millions of people are now out of work, not because of lack of intelligence, not because they were unindustrious, but because as a society we acted poorly in the large social and political issues of our time.

"It is possible, of course," says Mr. Hambidge, "that the affairs of the world cannot be run any better than they are; that the philosophers of despair are right. Yet strongly in our hearts there rises opposition to that view. Perhaps it is an unreasonable faith, but we cannot help believing that the world could be run very much more wisely, if we put our minds to it. It is probable that few of us realize how much the course and pattern of our lives is shaped by books. But when we were young and hungrily seeking answers to all the momentous questions of life, we devoured books. In them we found the answers we sought. We may not remember what the answers were, or where we got them, but they have long been a part of our unconscious equipment and our attitudes, and at many points they have shaped the course of life. A book brought on the Russian Revolution, and many a man and woman can pick out this or that place in life where a book brought personal revolution. . . .

"As for choosing what to read from the vast number of books that pour unceasingly off the press—the most practical method I know is the simple one of jotting down, in a notebook, the names of books that seem particularly interesting and worth while.

"Whatever plan one follows in reading, he should not stick too closely to books that have a direct bearing on his profession or business." . . .

## Cambridge Piracy Suit

THE CASE AGAINST the College Tutoring Bureau of Cambridge which had been infringing the copyrights of books on history, government and economics brought forth a statement from Abraham Siegel, head of the Bureau, that: "*There has been no intention on our part to offend the authors or publishers in any way.*"

Those authors and publishers whose material was lifted by the Bureau will writhe a little at this sentence, as it is not usually considered that misappropriation is justified by saying that no offense is intended. It was not by accident that the framers of the Constitution provided that Congress could legislate to recognize property rights of authors and artists, and, in spite of the fact that our law is today inadequate, there should be no question in anyone's mind that the misuse of copyright material is an obvious theft though it has been left to Mr. Siegel to point out that his abridgments embodied "no intention to offend." Three hundred books are on the list of "outlines" which this bureau offers to Harvard students at from 50 c. to \$2.00 each.

We are glad to hear that Macmillan, Houghton, and Ginn are to press individual suits. A score of other publishers have books involved. The Publishers' Association has been actively collecting and sifting information on infringements which include several state extension bureaus.

## Forthcoming Issues

❖ ❖ ❖ The Appleton plan of referring mail order customers to the bookstore has drawn from Arthur J. Stevens, head of the well-known book store, Dillingham's in Bangor, Maine, an article on the ethics of the question involved which will lead off the issue of May 6th. ❖ ❖ ❖

❖ ❖ ❖ In the same number, we shall use the next in Pete Howe's series of book-trade profiles, a sketch of Dan Longwell of Doubleday's. ❖ ❖ ❖

### COME ON, BOOKSELLERS!

Attend the annual meeting of the A. B. A. in the Hotel Montclair, New York City, Monday, June 5th.

## News of the Week

### Book Shop Round Table Holds Second Meeting in New York

THE BOOK SHOP ROUND TABLE, a group of 24 personal bookshops, which was organized last February, held its second meeting at the Women's University Club, New York, on April 21st. Bertha Mahony, of the Book Shop for Boys and Girls, in Boston, was elected permanent chairman and Marion Bacon, of the Vassar Cooperative Bookshop, Secretary-Treasurer. The Executive Committee will consist of these two officers, Geraldine Gordon, of the Hathaway House Bookshop, in Wellesley, who is the editor of the cooperative booklist of the Group and the Chairman of the Committees; Marion Dodd, of the Hampshire Bookshop, Chairman of the Relations with Publishers Committee; Alice Steinlein, of the Greenwood Bookshop, Chairman of the Committee on Sidelines; Alice Blanchard, of the Everyday Bookshop, Chairman of the Extension Work; Carol Fleming and Harriet Anderson, of the Channel Bookshop, Joint Chairmen of the Book Promotion Committee.

The morning was devoted to reports of committees and plans for the work of the Round Table to be carried on until the fall meeting. In the afternoon representatives from about twenty publishing houses were present and there was an open discussion of some of the things that the Bookselling Group hopes to accomplish.

Booksellers present at the meeting were: Katherine Comstock, of The Book Shop, Harrisburg; Laura Carr, of The Book Shop, Morristown; Bertha Mahony, of the Bookshop for Boys and Girls, Boston; Mercy Boyd, of Mercy Boyd's Bookshop, Waterbury; Dorys Carr, of the Carteret Book Shop, Newark; Carol Fleming and Harriet Anderson, of the Channel Book Shop, New York City; Eleanor Perry, of the Dartmouth Book-stall, Boston; Alice Blanchard, of the Everyday Bookshop, Burlington; Helen Scarth, of the Farmington Book Shop, Farmington; Alice Steinlein, of The Greenwood Bookshop, Wilmington; Marion Dodd and Hester Hoffman, of the Hampshire Bookshop, Northampton; Geraldine Gordon, of the Hathaway House Bookshop, Wellesley; Ru-

mana McManis, of The Hidden Book Shop, New York City; Elsa Holliday, of the Holliday Book Shop, New York City; Katharine Lord, of The Little Book House, Nantucket; Emily McDevitt, of The Emily McDevitt Book Shop, Upper Montclair; Lesley Frost and Katharine Manion, of The Open Book, Pittsfield; Katharine Leiper, of the Quill Book Shop, Philadelphia; Mary Spaulding of Mary Spaulding's Book Shop, Winchester; Elise Noyes, of The Stamford Book Store, Stamford; Marion Bacon, of the Vassar Cooperative Bookshop, Poughkeepsie; Emma Beinert, of the Wide-Awake Book Shop, Wilkes-Barre.

### The Brentano Situation

AT THE REQUEST of the Irving Trust Company, receivers for Brentano's, creditor publishers met last Thursday to hear the first report from the receiver's examination of the business.

At this meeting the Publishers' Credit Committee, which had been organized on a voluntary basis two weeks ago, was given a vote of confidence and its membership extended by adding the name of John Macrae of E. P. Dutton & Company. Three more members were suggested to represent the stationery, book manufacture and foreign book industries if such groups desired to be represented. Frank C. Dodd is chairman of this committee.

The publishers present expressed the opinion that the receiver should put back half of the last 50% cut in salaries as it applied to the employees in the lower brackets of pay. It was the testimony of the receiver that this last cut, following earlier cuts of smaller amounts, had brought wage scales to a point at which one could not possibly expect effective service. Some of the salesmen were receiving from \$7 to \$12 a week.

H. S. Bentzien, of Oxford University Press, suggested that the receiver should cut prices to improve the situation, but this plan was unanimously disapproved.

It was reported that with the figures now in hand it could be expected that there would be offers for the business; one offer was expected to be handed in on April 26th.

Any doubt as to the publishers' attitude

toward the continuance of the business was ended by a unanimous vote following a motion made by Alfred Harcourt which urged that the receiver do everything possible to continue the business. It was announced that there would be an application for the continuation of the receivership for a second period of thirty days, or to May 28th. This would give time for the receiver and the trustees to consider the offers that will be made for the business.

The receivers reported that they had promptly terminated the lease at the old Brentano store at 225 Fifth Avenue, which had been, of late years, so very unprofitable, and had transferred the best of the stock to the Forty-seventh Street store and sold the balance off partly to L. S. Donaldson & Company, Minneapolis, and the juveniles to the Cox Book Company in Harlem.

The first meeting of all creditors for the selection of a trustee to act with the receiver was held on April 28th at 12 o'clock at the office of Peter B. Olney, Jr., at 19 Rector St.

At this meeting there were more detailed reports as to consignment accounts, which will be covered in next week's issue of the *Publishers' Weekly*. The records of these accounts have been difficult to straighten out because of the variety of stock that had recently been put into the stores on that basis.

The figures given by the receivers from their first examination indicated very clearly the rapid decrease in the business in the last few years. After the sales total of Brentano's had risen to about \$2,225,000 through two outlets alone, 225 Fifth Avenue and Washington, D. C., the expansion of stores began, which increased the expenses at a rapid rate and finally brought sales totals four years ago to \$2,800,000. Then sales began to fall until they reached during the past year half that amount. This rapid decrease in sales when credit had been stretched to the limit made it impossible to balance the budget and to organize the business to a profitable basis. In the past three years alone there has been a total loss of \$880,000, part of this in inventory reductions. The sales of January of this year had gone down to \$99,000 for the month for the chain, and by March the sales were at \$73,000.

The receiver estimates that the separate expenses for April and May, the probable time of the continuation of the receivership, will be about \$61,000, and sales may be ex-

pected to be \$144,000 with a net loss during those two months' operation of \$21,000, which will by that amount decrease the visible assets. The inventory at the present time is estimated for all stores to have a value of \$368,000, plus merchandise \$32,000, and fixtures \$209,000, accounts receivable \$104,000, notes receivable \$5,000, cash \$29,000. There has been life insurance taken for the benefit of the company for \$109,000, but this has been borrowed against to a total of \$103,000, so that the total assets of the company, excluding that insurance item, are, in round numbers, \$780,000. The value of these assets such as the inventories and accounts receivable cannot be estimated. The liabilities are \$638,000. The largest part of these are the frozen accounts of \$289,000.

The firm's capital stock is \$156,000, and the last dividend was paid in 1929. All of this stock is held by the family.

### Sales Tax

THE 1% SALES TAX of New York State goes into effect on May 1st with the retail trade hardly prepared as to how it will handle it. The department stores, which may set the plan for others, will include the tax in the price of goods and pass it on to the customer in its entirety, according to a decision reached by the Retail Dry Goods Association of New York. Some stores may put a higher increase on some lines of merchandise and none at all on others. Fixed price merchandise is the most difficult problem and books are in that class. The Commissioner of Taxes has made it plain that the tax is a direct tax of 1% for the privilege of being in the retail business and is not intended as a levy on the consumer.

New York publishers are also affected by the New York legislation, as they will now have to keep track of their retail business, whether sold over the counter or transacted by mail, the latter in case the book is sold within the state limits, as interstate commerce could not be thus taxed. Publishers of technical and scientific books will make most of their sales by direct sale methods. Book clubs located in New York would pay a tax on New York State sales. In each case there is complete exemption if the retail sales to the New York area do not amount to \$1250 per quarter. No ruling has been made by the State Tax Commission as to whether

library sales are wholesale or retail. Publishers of magazines will have to pay on both subscriptions and sales in the New York area.

In Illinois a 3% sales tax has been in effect since April 1st. This has been collected only on sales made in that state, so that mail-order business transacted with customers outside the state has been exempted and dealers near the borderlines have been hard put to it to know how to handle the situation. There is no exemption of sales under \$5000 a year as in New York State. In Chicago the Controllers' Association has recommended a graduated addition to prices starting with one cent on purchases from ten cents to thirty-three cents, two cents on purchases from thirty-four cents to sixty-seven cents, three cents on those from sixty-eight cents to one dollar, and three per cent flat on purchases above a dollar. Indiana's tax is on the gross income of the retailer, and it stops at one per cent. Missouri is considering a one per cent tax. Michigan has proposals before its Legislature graduated from three-tenths of one per cent up to three per cent. Ten states at the last report have sales taxes in one form or another, including Connecticut, Delaware, Pennsylvania, Georgia, Kentucky, Mississippi, North Carolina and Wyoming, and twenty more are considering such taxes.

## Improving the Trade List Annual

THE JOINT BOARD of Publishers and Booksellers, at the suggestion of Cedric Crowell, has, after many weeks of study, put into form its recommendations to publishers for greater uniformity in printing style and in symbols for catalogs used in the Trade List Annual. Booksellers and others who put this trade tool to year round use have always felt that the publishers who made the catalogs but who did not themselves have daily reason for turning to them for reference could not realize the handicap that existed because of lack of complete information in many of the catalogs, while the different methods of indicating net books, special discount books, etc., made it impossible to do really rapid and accurate reference work.

These recommendations are sent to all publishers so that those who are preparing new general catalogs can have the recommendations at hand for their guidance, and those who are revising catalogs can adopt

at this time as many of the suggestions as possible and work progressively toward uniformity.

The first recommendation of the program is for complete information on the cover with publisher's name and address, branch offices, Canadian agents, foreign houses represented, index to symbols, etc.

Running heads ought to be at the right of the page, so that when the catalog is leafed through the name of the publisher will be quickly caught.

The main entry should be alphabetical by author and not subdivided into different subjects. There is need of information as to size, number of pages, illustrations, a clearly printed price column at the right of the page, dating of books of the current year.

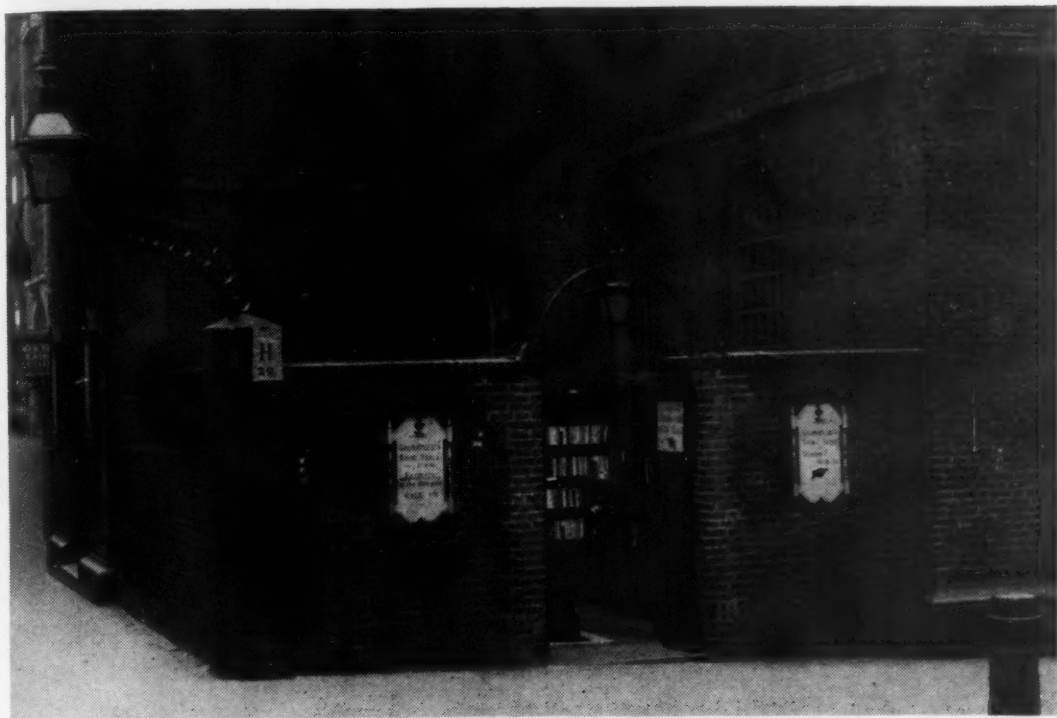
Particularly important is the systematizing of symbols, for a study of the catalog revealed, for example, almost a dozen different uses for the star, and it is now recommended that the usage of the majority be followed, that is, a star to indicate short discount books. Symbols also are recommended: j for juveniles, r for religious books, rp for reprints and op for out-of-print books. A specimen page illustrating the use of these recommended symbols has been made by the Bowker Company, publishers of the Trade List Annual, and this, with all other details, is being mailed to every publisher.

Such a careful and systematic study of one of the tools of the trade which will result in the saving of hundreds of hours' time is one of the practical results of having a Joint Board to take up problems of this general trade character.

## Mr. Dominick Retires

MAYNARD A. DOMINICK, treasurer of F. A. Stokes & Co., who celebrated fifty years with the business last November, is retiring this month from his office and directorship while retaining his interest in the business. A serious accident two years ago made it seem best to retire for the sake of his health. Horace W. Stokes succeeds as treasurer; Brett Stokes becomes secretary. Thomas F. Mahony, a nephew of Mr. Dominick, who came to the business in 1909, became sales manager two years ago.

Mr. Dominick is almost as well known in London publishing offices as in New York and as much beloved and respected, as he has gone abroad regularly for nearly 40 years.



*Boston's new open-air bookstall in the Old South Meeting House churchyard*

## A Bookstall in the Old South Meeting House Churchyard

DOROTHEA LAWRENCE MANN

IT WOULD BE DIFFICULT to discover a spot in America richer in atmosphere or better fitted to invite the book lover to come and browse than the spot at the corner of Milk and Washington Streets, where in the churchyard of Boston's storied Old South Meeting House Mr. Goodspeed has set up his open air bookstall. Not only is there the background of the ancient brick walls of the Old South itself—antiquarians insist that it was always known as a meeting house and not as a church so that the first name chosen of "Churchyard Bookstall" has been abandoned—but for close upon three hundred years this very section of Washington Street has played an important rôle in the story of bookselling and book publishing in this country.

The bookstall itself is a practical outgrowth of the period. Mr. Goodspeed had discovered the fascination exercised on the public by the shelves of books placed along the sidewalk on Milk Street outside his shop in the basement of the Old South, and happily he hit upon the idea of making a bookstall in the

unused corner of the churchyard. There was formerly an iron fence about this corner but rubbish blew over the fence continually, and the church built a wall as a better protection. Inside the wall was actually unused space on one of Boston's busiest corners. A gateway was cut on the Milk Street side. Bookshelves of varying heights were erected about the sides of the enclosure. A green centre was planned and this alone would catch the eye in either summer or winter. The high walls shut out the bustle and roar of the street, making a curiously charming, peaceful spot, especially when the afternoon sun pours in. It is amazing how many people stop instinctively and turn in just because of the old world atmosphere, for this bookstall is said to be nearer like the Paris and London bookstalls than anything in America.

Atmosphere is present in abundance but the effects of the bookstall have been planned carefully with an eye to business. Opposite the iron gate is a table with a box of free

stuff, containing old copies of magazines, pamphlets and odds and ends, and that free sign has been a potent lure in the darkest days of the depression. There have been people who have come in just to secure reading matter from this free box. Some of them returned frequently for this reason only, but there have been more who have been attracted by the free sign and who have remained to discover that even in these days there were books they wanted more than their store of coins. R. F. Gerlach who is in charge of the bookstall believes that his evidence shows that the cheaper books are going better merely because of the dearth of money at the present time. A good many sets of books have also been sold, revealing that price is not the only consideration. No anecdote shows better the lure of the bookstall than Mr. Gerlach's account of the man who went without his lunch to buy a fifteen cent book which he wanted.

There are rubber curtains which come down and protect the books at night and in rainy weather. The curtains cover all but the more valuable books which are taken out and put away for safe keeping. These curtains roll up on top during the time the bookstall is in use.

The bookstall is so new and the present a time so unusual that it is not yet possible to tell what are the books which will prove most profitable in this open air bookstall. A continuous effort however is being made to study the interests of the folk who come and go and so often return and to discover which kinds of books prove most attractive to them. The bookstall naturally is a fair weather proposition but even in the cold weather it has brought in many buyers. After the Old South meeting on Thursdays there are always very many visitors. If this has been true in winter the possibilities of the bookstall with the coming of spring and summer seem almost limitless.

### Catholic School Population

NEW STATISTICS on the school population of Catholic schools have been printed in the Official Catholic Directory for 1932, just issued by P. J. Kenedy & Sons. The figures show that the number of Catholic colleges for boys is 195; academies for girls 656; high schools 966, pupils attending 158,352; parochial schools 7,462, pupils attending 2,170,102.

### Long and Smith In Bankruptcy

RICHARD R. SMITH was asked for the time being to continue the direction of the publishing business of Ray Long and Richard R. Smith in lieu of a receiver, when the firm was thrown into involuntary bankruptcy on Wednesday. Ray Long, formerly of the *Cosmopolitan*, has been chairman of the board since October, 1931, and is the principal stockholder. He is now in the South Seas.

Richard R. Smith, formerly of the Macmillan College Department, organized the firm in September, 1929. He organized his list by adding to his plans for an educational line the Doran list of religious books taken from Doubleday (last year sold to Harper) and the American market for Constable and Company. The firm had 163 new books in 1930, 141 in 1931, and 97 in 1932.

### International Book Production

SUPPLEMENTARY to the figures for international book production which were published in the Annual Summary Number, January 21st, the following table of foreign book production for the years 1930 and 1931, taken from *Le Droit d'Auteur*, will be of interest:

	1930	1931	
Bulgaria .....	2696	2407	-289
Denmark .....	3241	3138	-103
France .....	9176	9822	+646
Germany <sup>1</sup> .....	26961	24074	-2887
Great Britain .....	15393	14688	-705
Holland <sup>2</sup> .....	6782	7333	+551
Hungary .....	3403	3169	-234
Iceland .....	234	210	-24
Italy <sup>3</sup> .....	11949	12193	+244
Poland .....	12274	11313	-961
Portugal <sup>4</sup> .....	2412	3049	+637
Roumania <sup>5</sup> .....	4377	4617	+240
Russia .....	34195	38403	+4208
Spain <sup>6</sup> .....	2478	2492	+14
Sweden .....	2660	2643	-17
Switzerland .....	2095	2049	-46

<sup>1</sup> The German figures apply to all the territories where German language is spoken.

<sup>2</sup> Periodicals included.

<sup>3</sup> Musical publications with and without words are included, also new periodicals. The Italian figures are, however, not complete.

<sup>4</sup> Works registered at the National Library of Lisbon, which include a certain number of newspapers, magazines and geographical maps.

<sup>5</sup> Musical works, maps, atlases and stamps included.

<sup>6</sup> Musical works included.

## Pulitzer Prize Dinner Plans Completed

MANY DISTINGUISHED GUESTS are to be at the head table at the banquet at the Hotel Plaza in New York on May 4th when the Friends of the Princeton Library entertains the Pulitzer Prize winners. Among the guests are President Butler of Columbia and President Duffield of Princeton, the Librarians of Princeton and Columbia, Harry M. Lydenberg, President of the American Library Association, and Inez Haynes Irwin, President of the Authors' League. The announcement of the Pulitzer winners for the current year will be on the air at between 10 to 11 o'clock Daylight Saving Time, and distinguished winners from past years will speak, including Robert Frost and Willa Cather.

Joseph Henry Jackson of the San Francisco *Chronicle*, who has made his radio talks on the Coast so influential, has accepted an invitation to be the "guest announcer." Prof. William Lyon Phelps of Yale will be the toastmaster.

Whitney Darrow of Charles Scribner's Sons, Secretary of the organization, has received many subscriptions from the booktrade, including out-of-town book people such as Mr. and Mrs. Bertram Lippincott, Mr. and Mrs. J. B. Lippincott, Jr., of Philadelphia, John G. Kidd, of Cincinnati, Mr. and Mrs. Roger L. Scaife and Mr. and Mrs. B. H. Ticknor (Houghton Mifflin Company), Mr. and Mrs. Herbert F. Jenkins (Little, Brown & Company), Mr. and Mrs. William Allen White, of Emporia, Kansas, Mr. and Mrs. Edward A. Weeks (Atlantic Monthly Press), and representatives of most of the New York publishing houses.

## Clinic to Hold Exhibition

THE BOOK CLINIC EXHIBITION for 1933 will be opened on May 12th in the New School for Social Research. Each member of the Book Clinic of the American Institute of Graphic Arts has been invited to submit not more than ten books for the exhibit, which will be non-competitive and will be limited to trade books published at a retail price up to and including \$5. Since it is hoped to hold future Clinic Exhibitions earlier in the season, it has been decided to limit this year's entries to books published in 1932.

Members submitting books are asked to use their own judgment. Descriptive data concerning the books should be submitted on the slips that have been provided for that purpose and the books should be rated according to what the designer considers the interest in the manufacturing problem involved. Books should be sent by May 1st to Ernst Reichl, Book Clinic Committee, H. Wolff Estate, 508 West 26th Street, New York City. Two copies of each book must be submitted, one of which will be cut up for display purposes.

## Jewish Book Week

JEWISH BOOK WEEK will be observed this year during the week of May 14-20. Bookstores, publishers, the radio and libraries are asked to cooperate in bringing to the attention of the public the value of books and reading as a Jewish cultural and literary heritage. A new edition of *Judaica*, a bibliography of books of Jewish interest and significance largely augmented and brought up to date, will be issued by the Boston Public Library, West End Branch, and a copy will be sent on request by writing to the librarian, Fanny Goldstein.

## AdClub Program

THE PUBLISHERS ADCLUB held on March 30th its annual election of officers. The new president is George Oppenheimer, of the Viking Press; with Eugene Reynal, of Blue Ribbon Books, as vice-president and Elisabeth Honness, of Century, as secretary-treasurer.

The officers want to make every effort to attempt a constructive program for the next year that will depart in some ways from the procedure of the AdClub in the past. They intend to do away completely with all speeches unless these talks are completely relevant to the subject under discussion. They intend to substitute, in place of this, a report of various committees on publicity and advertising programs and direct the discussion among the members.

A real effort will be made to attack some of the evils now existing in book advertising, to examine carefully any rates that may seem disproportionate in advertising media, and to help effect any economies possible in advertising expenditures, and to discuss, after thorough investigation, the efficacy of new outlets.

## Books for Sailors

THE ANNUAL DRIVE of the American Merchant Marine Library Association for books to be distributed to men of the American Merchant Marine opened on April 24th. The New York City Publicity Committee consists of W. W. Miller of the advertising staff of the New York *Times Book Review*, Frances Atwater and Madge Chilton of the Promotion Department of the New York *Times*, Jane Terrill of Longmans, Green & Co., and William H. Wells of Denhard, Pfeiffer & Wells, Inc.

During the past year, 300,000 books were circulated among merchant marine seamen, Coast Guard vessels, cable repair ships, Ice Patrol boats, lighthouses, light ships, etc., most of them donated by private individuals from their own libraries. Committees are being appointed in all important cities and suburbs in the United States and it is suggested that the drive should gain the cooperation of booksellers, as it provides a means of disposition of the older and unwanted books from book shelves where they will not come back to the market. In some cities bookstores are being asked to collect the books received from individuals which will be called for by the American Merchant Marine Library Association.

## Students Reading for Pleasure

THROUGHOUT THE AMERICAN EDUCATIONAL system today there are increasing efforts to bring the student in less formal contact with books and to increase the amount of voluntary reading, making books easily and happily available. Such efforts naturally culminate in the university, as, for example, at Harvard, where the new house libraries are being so eagerly used by the students, at Yale where the two long-established libraries of the old debating societies have been housed in a beautiful browsing room in the new Sterling Library. And now come reports from the interesting new experiment at the University of Chicago, where a house library has been put into the new Residence Halls for Men, which besides including books for the general courses have collections of approximately 500 books for purely voluntary reading. A multigraphed copy of the list has come to us from Dr. Louis R. Wilson, Dean of the Graduate Library School of the University of Chicago.

This list of books would be extremely interesting to booksellers in helping them point out good reading trends to the new generation of readers that is bound to come into their stores in the next few years. In non-fiction we notice on this list six books by Stuart Chase, three by Dr. George S. Counts, three by Paul De Kruif, six by Walter Lippmann, three by Harold Lamb, three by Sir James Jeans, three by Charles Merz, three by Stuart Sherman, four by Lytton Strachey, to pick at random from the long list. In poetry and drama we see such names as O'Neill, Millay, Lindsay, James Johnson, Stephen Benét, Dorothy Parker, and many popular anthologies. Of fiction there is a selection of approximately 200 titles, ranging from Boccaccio to Morley Callaghan and from Dostoevski to James G. Cozzens, whose "Last Adam" was published last January.

## Freight to the Coast

THE BOOK CONSOLIDATION GROUP of the Western Traffic Conference has made arrangements so that all shipments to the Pacific Coast routed WTC Dollar Line may now be delivered to either of the following receiving depots in New York: Manhattan, Twin Terminals, Inc., 362 West Street, New York City; Brooklyn, Bush Forwarding Company, 1 Main Street. Arrangements may be made by publishers and shippers for a pick-up service by either of these trucking companies at a rate on shipments routed WTC Dollar Line of 7 cents per hundred pounds to the receiving depot. The Dollar Line is the official carrier for bookseller members of the Book Consolidation Group. Shipments marked WTC Dollar Line help to make up carloads and assist in the saving of considerable freight charges each year for Pacific Coast consignees.

## Department Store Sales Down

DEPARTMENT STORE SALES in March showed a decrease of 27% over March, 1932, according to the most recent report of the Federal Reserve Board. The same report shows that the value of sales for the period January 1 to March 31, 1933, is 25% below that of the same period during 1932. New York, with a decrease of 21%, showed the smallest drop, while the Boston district with a decrease of 33% showed the greatest.

# AS THE EARTH TURNS



**WILLIAM ALLEN WHITE** says of this New Novel by **GLADYS HASTY CARROLL**:

"Intimate, delightful.... holds its charm page by page to the end.... It is a contribution to an understanding of the American spirit. The characters shine as human beings. In its way 'AS THE EARTH TURNS' does for New England what 'GOOD EARTH' does for China. It is - and there is no other word which exactly describes it - a beautiful book!"

Publishers • Macmillan • New York

*Six hundred of these four-color posters are being distributed to dealers throughout the country*

## Macmillan Plans Big Campaign for "As the Earth Turns"

PLANS FOR A CAMPAIGN equal to that provided for "Inheritance" have been laid out by the Macmillan Company for their big spring novel "As the Earth Turns." Dealers will be provided with the four-color poster shown above and with other sales helps such as gummed stickers for correspondence, postal cards with the dealer's imprint for direct mail advertising and window strips showing the same illustrations as are reproduced on the poster.

The advertising campaign will begin with small teaser ads in metropolitan newspapers a few days before publication. There will be a smash ad the day of publication in newspapers in seven large cities, New York, Chicago, Philadelphia, Washington, Boston, San Francisco and Los Angeles. These will be augmented by daily follow-up ads, quoting the reviewers. In the Sunday Book Review section of the New York Times and Herald

Tribune, an unusual strip ad will be used, and space will be taken in the Saturday Review of Literature, other weekly book reviews and in the magazines of the quality group. Newspaper advertisements will be run in every large city in the country.

Advance sales on the book have reached nearly 20,000 and the publishers are expecting that the book will turn out to be one of the highlights of the season.

## Exploring the Depression

A SERIES OF BOOKLETS is shortly to come from the American Library Association which will give suggested reading courses on problems that are uppermost today in people's minds.

Tentatively the list is:

1. The World Depression.
2. Collapse or Cycle?
3. Living with Machines.
4. The Farm Problem.
5. More Government or Less.

The price of these books has not yet been announced, but it will not be high.

## In and Out of the Corner Office

ALLAN PITMAN, for many years buyer for Jordan Marsh of Boston, who has been ill for a long period, is retiring on June 1st on a pension. The buying has recently been done by his assistant, James Braim. ❀ ❀ ❀

Sheldon Dick enters publishing at the address of 33 West 42nd St. with the issue of Edgar Lee Masters' new book of poems "The Serpent in the Wilderness"; ready on May 13th. The volume consists of six long poems, four hitherto unpublished. There are to be 365 copies printed by Marchbanks Press, quarto size, signed by Masters. Eighty-four of these will contain a sheet of manuscript. ❀ ❀ ❀

Something new in a house organ is offered by the new firm at 63 Fifth Avenue, New York, Sheed & Ward. They give this pamphlet the provoking title, "This Publishing Business," and provide, within some thirty-two pages, discussion about books and the book business, including a prefatory word about how they happened to enter the American field and what the special problem of the publisher of Catholic books is. It is unexpected to find a house organ of religious and philosophical books illustrated by cartoons, but this brochure contains cartoons made especially to fit the occasion by Thomas Derrick, whose cartoons in the *London Mercury* have made him famous. ❀ ❀ ❀

Shares in the London publishing business of Elkin Mathews & Marrot, Ltd., 54 Bloomsbury Street, have been acquired by Thoburn McGaw, Ltd., a subsidiary company of Ivor Nicholson & Watson, Ltd. Ivor Nicholson is Chairman of the company, and Alan McGaw, Managing Director. Bernard Watson, John Stirling and John G. Dawson complete the Board. ❀ ❀ ❀

All sales records were broken in the book department of London's leading department store, Harrod's, during the first Book Week to be held there, last month. Leading British and American authors appeared at the store during the week. ❀ ❀ ❀

Carlyle House is conducting a "Trial and Error" writer's contest, offering a total of

\$150 in prizes for the best essays answering these questions: Which money-making tips in Jack Woodford's book "Trial and Error" are most valuable? Which chapter reveals most about the inside workings of the writing game? A special prize of \$25 is offered for the most interesting essay condemning the book. ❀ ❀ ❀

Ruth Raphael of *Good Housekeeping* writes us that that magazine has acquired the serial rights of John Galsworthy's last novel, "One More River," and will begin its publication with the May issue. The title is taken from an old hymn. Dinny Cherrill, the heroine of "Maid in Waiting" and "Flowering Wilderness" is the central character of the story. ❀ ❀ ❀

Stanley Rinehart tells us that since Percy Waxman's "What Price Mallorca" was published, a line of Spanish American boats has been receiving about sixty inquiries a day about the Islands from prospective travelers. ❀ ❀ ❀

The American Year Book, just published for 1932, supplies a quick reference tool for both booksellers and librarians. In brief summaries the different fields of literature are discussed by some author with lists of what are deemed the most significant books of the twelve months. ❀ ❀ ❀

Lucy Furman, author of "The Lonesome Road" (Little, Brown), has been awarded the George F. Milton Award for 1932 as the woman writer in the South who has accomplished most for her sex, not necessarily in the calendar year alone. ❀ ❀ ❀

Laurence Binyon, English poet and art critic, will come to America to accept the Charles Eliot Norton Professorship of Poetry at Harvard. He will retire next fall from his post as Keeper of the Department of Prints and Drawings at the British Museum, a position which he has held for forty years. His "Selected Poems" is published by Macmillan and he is the author of "Akbar," one of the volumes in the Appleton Biographies series. ❀ ❀ ❀

Charles Morgan has been awarded the Hawthornden Prize for 1932 for his novel "The Fountain" (Knopf). ❀ ❀ ❀

The James Tait Black Memorial Prize for the best biography of the year 1932, was given to Stephen Gwynn for "The Life of Mary Kingsley" (Macmillan). ❀ ❀ ❀

Marshall Jones has just returned east after an automobile trip which took him through most of the states of the Union, giving him personal contact with the librarians to whom he was showing the now completed "Mythology of All Ages," 13 volumes, the preparation of which he began as a publisher eighteen years ago and which has been one of the outstanding recent examples of American scholarly publishing. ❀ ❀ ❀

Michael Williams writes in the *Commonweal* a very cordial welcome to the young house of Sheed & Ward which recently came from England to open on lower Fifth Ave. "A vigorous and creative force" is his description of this firm which publishes Catholic literature. ❀ ❀ ❀

The *Publisher and Bookseller* of London prints the story which it claims should not be accepted too literally that the London representative of a well-known American publishing house recently arrived in London at the Berkeley Hotel found awaiting his inspection one ton, eleven hundredweight of new books. ❀ ❀ ❀

Nominated by T. S. Eliot for claim to readers' attention are four young English poets, W. H. Auden, Stephen Spender, Louis McNeice, Ronald Bottrall. Readers can put these down on their list and watch to see how Mr. Eliot rates as a prophet. ❀ ❀ ❀

The use of book flaps to instruct the public about publishing methods, especially with regard to reprinting, has been used for the last three years by W. W. Norton & Company on all its non-fiction books. On Watson's "Behaviorism," for example, below the price of \$3 it is stated, "This book will not appear in a reprint edition."

"Eventually," says Mr. Norton, "publishers will educate the public to the fact that books do not appear in reprint form unless they are successful and then only after two years. When this is done this propaganda will no longer be necessary." ❀ ❀ ❀

"The publisher is out of touch with present trends," says Donald Gordon, "if he has not noted the slackening demand for sex appeal books." And Mr. Gordon knows the market. ❀ ❀ ❀

## Obituary Notes

### DR. ASHLEY THORNDIKE

DR. ASHLEY HORACE THORNDIKE, executive officer of the Department of English at Columbia University, and well-known Shakespearean scholar, died of heart disease in New York City on April 18th. He was 61 years of age. Dr. Thorndike was the editor of the Tudor edition of Shakespeare's works and was the author of a number of books on Shakespeare including "The Influence of Beaumont and Fletcher on Shakespeare," "Facts about Shakespeare" and "Shakespeare's Theater." He was a vice-president of the British Shakespeare Association, and in 1925 organized the Shakespeare Association of America for the purpose of establishing foundations for scholarships in Shakespearean research and celebrating important anniversaries in Shakespeare's life.

Dr. Thorndike was graduated from Wesleyan University in 1893. He received his M.A. and Ph.D. at Harvard and became principal of Smith Academy at Hatfield, Mass., where he served from 1893 to 1895. Later he was an instructor in Boston University and Western Reserve University, and in 1902 he became a full professor of English Literature at Northwestern University. In 1906 he received his appointment to the Columbia faculty.

Some of Dr. Thorndike's other books were "Elements of Rhetoric and Composition," "Tragedy," "Everyday English," "Literature in a Changing Age," "A History of English Literature," and "English Comedy." He edited "A Library of the World's Best Literature," *Longman's English Classics*, *Everyday Classics*, "Modern Eloquence" and a number of volumes in the *Modern Readers Series*.

### GEORGE D. T. ROUSE

GEORGE D. T. ROUSE, office manager for the *Publishers' Weekly* in its early years under Frederick Leyboldt, died on April 17th at Ramsey, New Jersey.

### HANNAH LIEBSCHUTZ

HANNAH LIEBSCHUTZ, assistant manager of the Liebschutz Book Store in Louisville, Ky., died on April 16th in Paterson, N. J. She was 28 years old.

# P. W. Market News

## One Month from Now—A Forecast

CUT YOUR SCORE. THE BOOK OF COMMON-SENSE GOLF. Comp. by George E. Lardner. *Viking Press*, \$1.

THE FLUTTER OF AN EYELID, by Myron Brinig. *Farrar & Rinehart*, \$2.50.

DEATH ON THE LIMITED, by Roger Denbie. *Morrow*, \$2.

WALK INTO MY PARLOUR, by Pamela Frankau. *Morrow*, \$2.

LITTLE MAN, WHAT NOW? by Hans Fallada. *Simon & Schuster*, \$2.50.

THE JOURNAL OF ARNOLD BENNETT. *Viking Press*, \$5.

May 15. Tips on lowering your score from all the experts. *Viking* is planning to do for this what Essandess did for "A New Way to Better Golf."

May 15. A sophisticated and amusing novel that has as its subject matter the exotic exuberances of California. Illustrated by Lynd Ward.

May 24. A *Morrow* Mystery, which they say is as good as "The Case of the Velvet Claws." We haven't seen it yet, but if it equals the *Gardner* book, we're for it.

May 24. A love story, laid in London and the French Riviera.

June 1. A novel that portrays with sympathy and humor a young German couple in the bewildering life of today. The Book-of-the-Month Club selection for June.

June 2. Three volumes in one, the June Literary Guild selection. The new third volume will also be published at the same time for those who want the three volume edition.

## Out this Week

AS THE EARTH TURNS, by Gladys Hasty Carroll. *Macmillan*, \$2.50.

BEGINNING THE TWENTIETH CENTURY, by Joseph Ward Swain. *Norton*, \$4.75.

THE CAGE BIRD, by Francis Brett Young. *Harper*, \$2.50.

EUROPE SINCE THE WAR, by J. Hampden Jackson. *Dutton*, \$1.25.

GAME MANAGEMENT, by Aldo Leopold. *Scribner*, \$5.

GIRL IN THE FAMILY, by Beatrice Burton Morgan. *Farrar & Rinehart*, \$2.

GREAT CIRCLE, by Conrad Aiken. *Scribner*, \$2.

THE HOUSE OF EXILE, by Nora Waln. *Little, Brown*, \$3.

THE PHILOSOPHY OF HENRY GEORGE, by George R. Geiger. *Macmillan*, \$3.

THE STALKING HORSE, by Rafael Sabatini. *Houghton Mifflin*, \$2.

STORM BEACH, by Virginia Hersch. *Houghton Mifflin*, \$2.

TWENTIETH CENTURY SHORT STORIES, ed. by Sylvia Chatfield Bates. *Houghton Mifflin*, \$2.25.

VERY PRIVATE SECRETARY, by Mrs. Baillie Reynolds. *Doubleday, Doran*, \$2.

A pleasant, common-sense novel of a year's life in a large Maine farm family. To be widely promoted. Modern history, readably and authoritatively presented.

Thirteen stories in varying mood and setting, by the author of "The House Under the Water."

A compact history of the past eight years, for those who want to get the background of present crises in mind.

A valuable technical book. Sporting books are being featured this coming month.

A romance by the author of "Mary Faith," etc.

A novel by a noted poet. Chiefly the thoughts of a man returning to his wife after a separation.

A record of many years lived in China. Outstanding reviews.

The work of the American economist and philosopher, which is particularly appropriate today. G. B. S. started the publicity.

To be advertised in the *Saturday Evening Post*.

A story of an aristocratic Jewish family in early 19th century Charleston, S. C., with a Jewish-Gentile romance problem.

A good collection of the moderns in America, England, Germany, France, Italy, and Russia.

Alfrey Carr takes a new post as private secretary, and finds herself using secret staircases, dodging mysteriously disguised men, and undertaking dangerous missions for her employer.

# P. W. Market News

## Current Best Sellers

- |   |  |
|---|--|
| ANN VICKERS, by Sinclair Lewis. <i>Doubleday, Doran</i> , \$2.50.           | Leading on the <i>Times</i> lists for last week in Boston, Washington, Chicago, and St. Louis.   |
| RAIN IN THE DOORWAY, by Thorne Smith. <i>Doubleday, Doran</i> , \$2.        | The leader at four large New York stores, second in St. Louis, and third in Chicago.   |
| PAGEANT, by G. B. Lancaster. <i>Century</i> , \$2.50.                       | One of the three best sellers in Washington and St. Louis.   |
| THE WEREWOLF OF PARIS, by Guy Endore. <i>Farrar &amp; Rinehart</i> , \$2.   | Leads in Philadelphia, and second at New York stores.  |
| ONE MORE SPRING, by Robert Nathan. <i>Knopf</i> , \$2.                      | Second in Washington and San Francisco.  |
| LOOKING FORWARD, by Franklin D. Roosevelt. <i>John Day</i> , \$2.50.        | Heads McClurg's non-fiction list for the past week, also the leader in four St. Louis stores.  |
| ANDREW JACKSON, by Marquis James. <i>Bobbs-Merrill</i> , \$3.75.            | Stokes & Stockell in Nashville have sold 230 copies in three weeks.  |
| MARIE ANTOINETTE, by Stefan Zweig. <i>Viking Press</i> , \$3.50.            | The non-fiction leader last week in New York, Philadelphia, and Washington stores.   |
| BRITISH AGENT, by R. H. Bruce Lockhart. <i>Putnam</i> , \$2.75.             | Second in sales at all the Brentano stores last week. Led non-fiction for the month of April at Scribner's (N. Y.), Loeser's (Brooklyn), The Booke Shop (Providence), Scruggs, Vandevoot, Barney (St. Louis), D. H. Holmes (New Orleans), etc. |
| LIFE BEGINS AT FORTY, by Walter B. Pitkin. <i>Whitelsey House</i> , \$1.50. | Over 29,000 sold. One of the three best sellers at New York stores last week.  |

## Other Bookstore Favorites

- |  |  |
|--|--|
| GABRIEL OVER THE WHITE HOUSE. <i>Farrar &amp; Rinehart</i> , \$2.50.               | A best seller in Philadelphia, and, for the sixth week, in San Francisco.                              |
| AN AMERICAN GIRL, by Tiffany Thayer. <i>Kendall</i> , \$2.50.                      | A McClurg best seller, and second at three New Orleans stores.   |
| HELENE, by Vicki Baum. <i>Doubleday, Doran</i> , \$2.                              | Heads the list of best selling fiction for all the Brentano stores.                                    |
| MAN AND WIFE, by Beth Brown. <i>Kendall</i> , \$2.                                 | McClurg's sold more copies of this than any other novel last week.                                     |
| ORIENT EXPRESS, by Graham Greene. <i>Doubleday, Doran</i> , \$2.                   | The fiction leader at New Orleans stores.  |
| DESIGN FOR LIVING, by Noel Coward. <i>Doubleday, Doran</i> , \$1.50.               | Just missed the list of ten best sellers in non-fiction for last month—a remarkable record for a play. |
| THE KINGFISH, by Webster Smith. <i>Putnam</i> , \$2.50.                            | They're buying this biography of Huey Long in Louisiana.   |
| GRAIN RACE, by Alan J. Villiers. <i>Scribner</i> , \$3.                            | Missed best-sellerdom last month, but is showing greater strength in April.                            |
| THE BIG CAGE, by C. Beatty and E. Anthony. <i>Century</i> , \$3.50.                | Third on the Brentano stores' best seller list.  |
| A PHILOSOPHY OF SOLITUDE, by John Cowper Powys. <i>Simon &amp; Schuster</i> , \$2. | Another Brentano best seller.  |

# P. W. Market News

## Forthcoming Reprints

### FICTION

July 1st

- TWENTY NOTCHES, by Max Brand. *Burt*, \$.75.  
 WHEN THE GANGS CAME TO LONDON, by Edgar Wallace. *Burt*, \$.75.  
 THE DEPUTY AT SNOW MOUNTAIN, by Edison Marshall. *Burt*, \$.75.  
 A TANGLED WEB, by L. M. Montgomery. *Burt*, \$.75.  
 MODERN MADONNA, by Alice Ross Colver. *Burt*, \$.75.  
 CAUGHT IN THE WILD, by Robert Ames Bennet. *Burt*, \$.75.  
 ANN ZU-ZAN, by Louise Jordan Miln. *Burt*, \$.75.  
 THE WEDDING-CHEST MYSTERY, by A. Fielding. *Burt*, \$.75.  
 KISMET IN KENYA, by Florence Riddell. *Burt*, \$.75.  
 THE LIFE EVERLASTING, by Marie Corelli. *Burt*, \$.75.  
 THE WHITE ARROW, by Anthony Wynne. *Burt*, \$.75.  
 THE DRAGON IN HARNESS, by Sinclair Gluck. *Burt*, \$.75.

## Business Notes

- CINCINNATI, O.—Stewart Kidd has given up the book department at McAlpin's. C. K. Wilson of Seattle has taken it over.  
 COLUMBUS, O.—On March 18th Allen's Book and Flower Shop was opened at 1311 Grandview Ave. by F. B. Allen, Jr. The shop has new and used books for sale and a circulating library.  
 DETROIT, MICH.—The Gryphon Book Company, dealing in rare books and collectors' items, has been opened at 1530 Guardian Building by D. Brown.  
 LOUISVILLE, KY.—The Wilderness Road Book Shop at 665 Fourth Ave. has been sold to Morton V. Joyes. The firm has been incorporated.  
 NEW YORK CITY—The Literary Lobby is taking a sabbatical holiday, closing on May 1st and opening again early in the fall. A book sale will be on until the 30th of April.  
 NEW YORK CITY.—Virginia Rice, literary

agent, has moved from 18 East 41st St. to 175 West 72nd St.

PALO ALTO, CAL.—Mrs. Blanche Harold, formerly with the Palo Alto Book Shop, is now affiliated with Gordon Strawbridge at 542 Ramona St. in this city. In addition to the extensive circulating library now conducted by Mr. Strawbridge, a complete retail stock of new books is being added.

PHILADELPHIA, PA.—A. J. Keshen has moved from 1535 Pine St. to 1324 Pine St.

ROCHESTER, MINN.—Mabel Ulrich's Book and Print Shop at 113 First Ave. S. W. has been purchased by Mrs. Lucy Wilder and the name of the store has been changed to The Bookshop.

SAN FRANCISCO, CAL.—Brian DuBoise Gilbert of 1264 B. Vallejo St. has opened another shop at 1342 Divisadero St. under the name of Barrow Art and Book Concern, Inc. He requests catalogs dealing in Americana, first editions and Southwestern Americana, and dealers' Want Lists.

STAMFORD, CONN.—The Stamford Bookstore will move on May 2nd to a more central location at 15 Atlantic St.

WASHINGTON, D. C.—The Britannica Book Shop has moved from 623 Twelfth St. N. W. to 611 Twelfth St. N. W. Mrs. Ward is the manager of the shop.

## Notice to Control Card Users

NOTE THE CHANGES in publication dates of following Doubleday books: "Art and 'The Life'" by George J. Cox from May 17th to June 14th; "Three Who Were Strong" by Barbara Webb from May 17th to May 10th; "The Story of Childbirth" by Dr. Palmer Findley from June 7th to June 21st.

The publication of "Laughter Ends" by John Farrow (Harcourt) will be June 6th.

The price of "Always a Grand Duke" by Grand Duke Alexander (Farrar & Rinehart) has been changed from \$3.50 to \$3.

## Changes in Price

### OXFORD UNIVERSITY PRESS

- "Ten Greek Plays," Trade Edition. \$3.00 net.  
 "Ten Greek Plays," Educ. Edition. \$2.35.  
 Carritt: "Philosophies of Beauty," Trade Edition. \$3.50 net.  
 Carritt: "Philosophies of Beauty," Educ. Edition. \$2.50.

# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

**Ar:** Fine Arts    **Dr:** Drama    **Hi:** History    **Po:** Poetry    **Sp:** Sports  
**Bi:** Biography    **Ec:** Economics    **Ju:** Juveniles    **Re:** Religion    **Tr:** Travel  
**Bu:** Business    **Fi:** Fiction    **Mu:** Music    **Sc:** Science

- Abdullah, Achmed** **Fi** **Ancient songs** chiefly on Moorish subjects; ★  
 Love comes to Sally. 316p. D [c. '33] N. Y., 75 c.  
 Burt Sally Dangerfield left her home in Charleston, South 59p. il. Q '33 N. Y., Oxford \$1.2
- Abercrombie, Lascelles** **Po** **Andreieff, Leonid** **Dr**  
 Poetry: its music and meaning. 64p. D '33 N. Y., Oxford \$1  
 To the stars. 84p. D '33 Bost., Bruce Humphries pap., \$1.50
- Aiken, Conrad Potter** **Fi** **Anonymous** **Fi**  
 Great circle. 335p. D c. N. Y., Scribner \$2  
 A man, jealous and suspicious of his wife, frankly thinks over his past life and indulges in self-analysis. Sin-child. 320p. D c. N. Y., Watt \$2  
 The tragic and romantic love of a young New York orthodox Jew for a Gentile girl.
- Alcott, Louisa May** **Ju** **Aspects of Shakespeare**; being British Academy lectures. 292p. O '33 N. Y., Oxford \$3.25
- Eight cousins, or, The aunt hill. 292p. front. (col.) D (Children's favorite ser.) [c. '74-'17] N. Y., Grosset 50 c.
- An old-fashioned girl. 377p. front. (col.) D (Children's favorite ser.) [c. '70-'12] N. Y., Grosset 50 c.
- Rose in bloom; a sequel to "Eight Cousins." 344p. front. (col.) D (Children's favorite ser.) [c. '76-'18] N. Y., Grosset 50 c.
- Under the lilacs. 302p. front. (col.) D (Children's favorite ser.) [c. '77-'19] N. Y., Grosset 50 c.
- Aldrich, Thomas Bailey** **Ju** **Baines, Maude and Saxon, Edgar J.** **Fi**  
 The story of a bad boy. 251p. front. D (Children's favorite ser.) [c. '28] N. Y., Grosset 50 c.  
 Attractive food reform; 9th ed. [cook book]. 218p. O '33 Bost., Bruce Humphries \$3
- Altamirano, Ignacio Manuel** **Fi** **Barrett, Monte** **Fi**  
 El Zarco; episodios de la vida Mexicana en 1861-1863; ed. by Raymond L. Grismer and Miguel Ruelas. 224p. il., map D (Norton Spanish ser., v. 2) [c. '33] N. Y., Norton \$1.35  
 Murder off stage. 320p. D (Copyright fiction) [c. '31] [N. Y., Burt] 75 c.
- Barrington, E., pseud. (Mrs. Lily Moresby Adams Beck) [L. Moresby, pseud.]** **Fi**  
 The duel of the queens; a romance of Mary, Queen of Scotland. 393p. D (Novels of distinction) [c. '30] [N. Y.] Grosset \$1
- Bates, Sylvia Chatfield, ed.** **Fi**  
 Twentieth century short stories. 559p. D c. Bost., Houghton \$2.25  
 Thirty short stories by such well-known contemporary writers as Sherwood Anderson, Zona Gale, Ernest Hemingway, William Faulkner, Kay Boyle, Conrad Aiken, Katherine Mansfield and D. H. Lawrence.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Bellamy, Harmon** Fi  
The transgressor. 320p. D c. N. Y., Watt \$2  
The story of a young man ruined by a gay and immoral life. \$1.35
- Billings, Buck** Fi  
The wolf of the Pecos. 312p. D c. N. Y., Watt \$2  
A western tale of murder and adventure laid in the Texas border country. \$1.50
- Booth, Henry Kendall** Re  
The world of Jesus; a survey of the background of the Gospels. 254p. (bibl.) maps D c. N. Y., Scribner \$2  
A description of the world in which Jesus lived. \$1.28
- Boyd, James**  
Goethe's knowledge of English literature. 327p. O (Oxford studies in modern langs. and lit.) '33 N. Y., Oxford \$4.50
- Braden, Charles Samuel** Re  
Modern tendencies in world religions. 354p. (3p. bibl.) D c. N. Y., Macmillan \$2.50  
A modern study in comparative religion, by an assistant professor of the history and literature of religions at Northwestern University.
- Bradley, A. C.**  
A miscellany. 267p. D '33 N. Y., Macmillan \$1.60
- Brenton, Thaddeus Reamy** Po  
An essay on poetics. 58p. D '33 N. Y., Oxford \$1.25
- Brink, Raymond Woodward**  
College algebra. 462p. diags. D [c. '33] N. Y., Century \$2.25  
The author is professor of mathematics in the University of Minnesota.
- Brontë, Charlotte** Fi  
Legends of Angria; comp. by Fannie E. Ratchford and William Clyde De Vane. 377p. il., map O (Philip Hamilton McMillan Found. pub'n) c. New Haven, Conn., Yale \$3.50  
A selection of the best of Charlotte Brontë's early, childhood writings consisting of three short novels and a narrative poem, all dealing with the imaginary kingdom of Angria, and none of which has ever been published before.
- Brookman, Laura Lou** Fi  
Jilted. 250p. D [c. '33] N. Y., Grosset 75 c.  
Janet and Rolf were saving to be married, when another girl came along to take possession of Rolf's affections. Published serially under the title, "One I Love."
- Bruce, Charles**  
Tomorrow's tide. 267p. D '33 N. Y., Macmillan \$1.50
- Buranelli, Prosper**  
The cross word puzzle book; 27th ser. 124p. D c. N. Y., Simon & Schuster \$1.35
- Busch, Joseph F., D.D.** Re  
The art of living with God. 218p. (bibl.) D c. N. Y., Benziger \$1.50  
For Catholics.
- Canby, Henry S., and others**  
English composition in theory, and practice; 3rd ed. 541p. D '33 N. Y., Macmillan \$2  
High school English; b'k 2. 639p. D '33 N. Y., Macmillan lea. cl., \$1.28
- Carroll, Gladys Hasty** Fi  
As the earth turns. 339p. D c. N. Y., Macmillan \$2.50  
The story of a year in the life of a large New England family which depended on the soil for its existence.
- Cerf, Bennett A., ed.** ★ Fi  
Great German short novels and stories. 484p. S [c. '33] N. Y., Modern Lib. flex. cl., 95 c.  
Fifteen stories, ranging chronologically from Goethe's "Sorrows of Werther" to "The Parcel" by Arnold Zweig.
- Cole, Jackson** Fi  
Gun justice. 288p. D c. N. Y., Watt \$2  
A western tale laid in Texas.
- Connington, John Jervis, pseud. [Alfred Walter Stewart]** Fi  
The sweepstake murders. 314p. D (Popular copyrights) [c. '31, '32] [N. Y., Grosset] 75 c.
- Conrad, Joseph** Fi  
Victory; an island tale. 429p. D (Star b'ks) [c. '15, '21] Garden City, N. Y., Garden City Pub. Co. \$1
- Cook, Elizabeth Christine**  
Reading the novel. 238p. diags. D c. Bost., Little, Brown \$1.50  
An introduction to the world's great novels, past and present, presenting the best methods of reading and criticizing different types of novels.
- Cook, Harold Lewis** Po  
Spell against death; poems. 71p. O c. N. Y., Harper \$2  
A representative collection of the author's lyric poems which have appeared previously in magazines.
- Cooke, H. P.** Re  
Osiris. 168p. D '33 Bost., Bruce Humphries \$2.50
- Corley, Harriet Works** Fi  
Spotlight. 250p. D [c. '33] N. Y., Grosset 75 c.  
A five-cent phone call brought Sheila Shayne, dancer, face to face with romance.
- American Society for Testing Materials**  
1932 book of A.S.T.M. tentative standards. 1236p. O '32 Phil., Author \$8; pap., \$7
- Avery, Alfred H.**  
Small transformers; their design and construction. 56p. il. D '33 N. Y., Spon & Chamberlain pap., 35c.
- Bateman, Ernest**  
The effect of concentration on the toxicity of chemicals to living organisms. 53p. (bibl.) diags. O (U. S. Dept. of Agri. technical bull. no. 346) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 5c.
- Baxter, Charles H. and Parks, Roland D.**  
Mine examination and valuation, with interest and annuity tables. 328p. (18p. bibl.) diags. D c. Houghton, Mich., Mich. College of Mining & Technology flex. lea. cl., \$3
- Belknap, William B. and Leland, Simeon E.**  
Allocation of sources of revenue between state and federal governments. 13p. O (Gov't ser. 3, lecture no. 14) '33 [Chic.] Univ. of Chic. Press pap., 15c.
- Bradley, A. Day**  
The geometry of repeating design and geometry of design for high schools. 137p. (3p. bibl.) diags. O (Contribs. to educ., no. 549) c. N. Y., Teachers Coll., Columbia Univ. \$1.50
- Claassen, Cornelius J.**  
Profitable farm management and sale; 3rd ed. 50p. il. O [c. '33] [Omaha, Nebr., Author, 388 Brandeis Theatre Bldg.] pap., 25c.
- Cook, Arthur L.**  
Electric wiring for lighting and power installations; 3rd ed. 463p. D '33 N. Y., Wiley \$3

**Curtiss, Mina K.**

The midst of life; a romance. 176p. D c. Bost., Houghton \$1.90  
The story of a happy marriage is told by means of a wife's letters to her dead husband.

**Dana, Richard Henry**

Two years before the mast. 424p. front. D (Children's favorite ser.) [c. '27] N. Y., Grosset 50 c.

**Day, Clive**

Economic development in modern Europe. 461p. O '33 N. Y., Macmillan \$2.50

**Deeping, Warwick**

The challenge of love. 384p. D (Popular copyrights) [c. '32] N. Y., Grosset 75 c.

**Del Plaine, Frances K. and Grandy, Adah Georgina**

College readings in poetry, English and American. 524p. S '33 N. Y., Macmillan \$1.10

**Dillon, Rev. John J.**

The historic story of St. Mary's, Albany, N. Y.; first-second-third church. 278p. il. D '33, c. '32 [Albany, N. Y., Author, 41 Chapel St.] \$1

**Doneghy, Dagmar [Mrs. Joseph Warren Beach]**

The border; a Missouri saga. 343p. O (Copyright fiction) [c. '31] N. Y. [Burt] 75 c.

**Doyle, Sir Arthur Conan**

The White Company. 397p. front. D (Children's favorite ser.) [c. '27] N. Y., Grosset 50 c.

**Elez, K.**

The road to health. 92p. D c. Bost., Meador \$1  
Hygiene and diet suggestions.

**Evans, Idrisyn Oliver**

The junior outline of history. 311p. il. D c. N. Y., Appleton \$2  
A history for young readers which follows the general scheme of presentation of H. G. Wells' famous "Outline of History."

**Farjeon, Eleanor and Farjeon, Herbert**

Kings and queens. 79p. il. (col.) O [c. '33] N. Y., Dutton bds., \$2  
Amusing verses about and pictures of the kings and queens of England.

**Faulkner, O. T. and Mackie, J. R.**

West African agriculture. 176p. front. O '33 N. Y., Macmillan \$2.25

**Fitzsimmons, Cortland**

The Manville murders. 252p. D (Popular copyrights) [c. '30] N. Y. [Grosset] 75 c.

**Fletcher, Joseph Smith**

The Burma ruby. 224p. D c. N. Y., Dial Press \$2

The mayor of an English town is murdered at a time when it was known that the famous Burma ruby was in his possession.

**Fi**  
The guarded room. 254p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

**Fi**  
The South Foreland murder. 252p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.

**Footner, Hulbert**

Easy to kill. 318p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

**Fi**  
The ring of eyes. 284p. D (Harper sealed mystery) c. N. Y., Harper \$2

The adventures of Dan Woburn, New York rookie policeman, who was assigned to protect wealthy J. M. Lawrence after he was threatened by the underworld.

**Ford, S. Gertrude**

Lessons in verse craft; 2nd ed. 125p. D '33 Bost., Bruce Humphries \$2

**Fouqué, La Motte**

**★ Fi**  
Undine, and other stories; tr. from the German; introd. by Sir Edmund Gosse. 365p. T (World's classics, no. 408) '33 N. Y., Oxford 80 c.

**Frome, David, pseud.**

**Fi**  
Two against Scotland Yard. 279p. D (Popular copyrights) [c. '31] N. Y., [Grosset] 75 c.

**Fry, Roger Eliot**

**Ar**  
Characteristics of French art. 159p. il. O '33 N. Y., [Coward-McCann] \$3.75  
On primitive, classic, rococo, neo-classic and romantic, realistic and impressionistic art in France.

**Fulton, Maurice G.**

Writing craftsmanship; rev. ed. 860p. O '33 N. Y., Macmillan \$2

**Garbedian, H. Gordon**

**Sc**  
Major mysteries of science. 355p. il. O [c. '33] N. Y., Covici, Friede \$3.75  
An account of the march of science through the ages showing what has been accomplished and what still remains unknown.

**Garrison, Winfred Ernest**

**Re**  
The march of faith; the story of religion in America since 1865. 340p. (8p. bibl.) O c. N. Y., Harper \$2.50  
An account of the changes in American religious life since the Civil War.

**Geiger, George Raymond**

The philosophy of Henry George; introd. by John Dewey. 600p. (bibl. footnotes) front. (por.) O c. N. Y., Macmillan \$3

An interpretative study of the thought and activity of the great American philosopher, Henry George. Sponsored by the Robert Schalkenbach Foundation, which sells the book for \$2.50.

**Dienst, Charles Franklin**

The administration of endowments; with special reference to the public schools and institutional trusts of Idaho. 142p. (7p. bibl.) O (Contribs. to educ., no. 560) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

**Duckworth, George Eckel**

Foreshadowing and suspense in the epics of Homer, Apollonius, and Vergil. 135p. (bibl. footnotes) O '33 Princeton, N. J., Princeton pap., \$1.50

**Eiland, Kathleen**

The schooldays program book [plays and readings]. 153p. D (Playhouse plays) [c. '33] N. Y., Fitzgerald Pub. Corp. pap., 60c.

**Fi**  
Fithian (Philip Vickers) of Greenwich, New Jersey, chaplain in the Revolution 1776, letters to his wife,

Elizabeth Beatty Fithian; with a biographical sketch by Frank D. Andrews. 48p. O '32 Vineland, N. J., Frank D. Andrews pap., \$1

**Ford, Guy Stanton**

Science and civilization. 29p. O (Day and hour ser., no. 1) c. [Minneapolis] Univ. of Minn. Press pap., 25c.

**Franz, Shepherd I. and Gordon, Kate, comps.**

Psychology work book—references, demonstrations, and class experiments. 227p. il. Q (McGraw-Hill pub'ns in psych.) '33 N. Y., McGraw-Hill pap., \$1.25

**Gates, Arthur I. and Peardon, Celeste Comegys**

Practice exercises in reading [b'k 5] types A-D. various p. O c. N. Y., Teachers Coll., Columbia Univ. pap., apply

- Gide, André** ★ Bi  
Autobiography; tr. [from the French] by Dorothy Bussy; lim. signed ed. '33 N. Y., Random House \$20
- Green, Anne** Fi  
Marietta. 277p. D (Copyright fiction) [c. '32] N. Y. [Burt] 75 c.
- Grove, John, pseud. [John R. Colter], ed.**  
The desert island adventure book; true tales of famous castaways told by themselves. 184p. il., map O c. N. Y., Macmillan \$1.90  
Twelve true tales of Robinson Crusoe adventure.
- Harper, Wilhelmina**  
Mountain gateways; seventh reader. 497p. il. D (Treasure trail readers) '33 N. Y., Macmillan 96 c.
- Heidbreder, Edna**  
Seven psychologies. 458p. (9p. bibl.) diags. O [c. '33] N. Y., Century \$3  
An account of seven notable systems of psychology in the United States, three of which originated in Europe—structuralism, the psychology of William James, functionalism, behaviorism, psychoanalysis, dynamic psychology and Gestalt psychology.
- Herring, John W.**  
Social planning and adult education. 148p. D c. N. Y., Macmillan \$1.25  
A description and analysis of the attempt of a group of citizens in Chester County, Pennsylvania to plan their own home county.
- Hersch, Virginia Davis [Mrs. Lee Hersch] Fi**  
Storm beach. 275p. D c. Bost., Houghton \$2  
An historical novel of Charleston, South Carolina, of Judith Carvalho, an aristocratic Jewess who is faced with the choice between her own happiness and a break with the traditions of her race.
- Hill, Mrs. Grace Livingston [Marcia MacDonald, pseud.] Fi**  
The chance of a lifetime. 288p. D (Popular copyrights) [c. '31] N. Y., Grosset 75 c.
- Hill, Helen and Maxwell, Violet Ju**  
Charlie and the surprise house. 185p. il. S '33 N. Y., Macmillan \$1.25
- Hindmarsh, Albert Edward**  
Force in peace, force short of war in international relations. 263p. O '33 Cambridge, Mass., Harvard \$2.50
- Holme, Constance Fi**  
The trumpet in the dust. 216p. T (World's classics, no. 409) '33 N. Y., Oxford 80 c.
- Horler, Sydney [Peter Cavendish, Martin Horler, pseud.] Fi**  
The evil chateau. 307p. D (Popular copyrights) [c. '31] N. Y., Grosset 75 c.
- Howard, Sidney Coe Dr**  
Alien corn. 201p. D '33, c. '31 N. Y., Scribner \$2
- This play, starring Katharine Cornell, is now running on Broadway.
- Hudson, Rev. Cyril Edward, ed. Re**  
Outlines of teaching sermons for a second year; being a continuation of "Outlines of Teaching Sermons for a Year." 127p. (bibl.) D ['33] [N. Y., Macmillan] \$1.25
- Hulbert, Mary Allen Bi**  
The story of Mrs. Peck; an autobiography. 285p. il. O c. N. Y., Minton, Balch \$2.50  
Mrs. Peck, now Mrs. Hulbert, tells her life story, and gives an account of her friendship with Woodrow Wilson.
- Hutten zum Stolzenberg, Bettina Riddle, frei-frau von Fi**  
Pam's own story. 312p. D (Copyright fiction) [c. '31] [N. Y., Burt] 75 c.
- Huxley, Aldous Leonard Fi**  
Brave new world; a novel. 311p. D (Star b'ks) [c. '32] Garden City, N. Y., Garden City Pub. Co. \$1
- Jackson, J. Hampden Hi**  
Europe since the war; a sketch of political development, 1918-1932. 142p. front. (map) D c. N. Y., Dutton \$1.25  
A condensed history of Europe, since the war, as a background for consideration of imminent problems which will affect America as well.
- Jammes, Francis**  
My daughter Bernadette [essays]. 78p. D '33 Bost., Bruce Humphries bds., \$2.50
- Jewsbury (Maria Jane); occasional papers, Bi**  
selected with a memoir by Eric Gillett. 175p. O '33 N. Y., Oxford \$2
- Johnson, George M. Fi**  
Trouble ranch. 248p. D (Popular copyrights) [c. '32] N. Y., Grosset 75 c.
- Jones, G. T. Ec**  
Increasing return; ed. by Colin Clark. 316p. (bibl. footnotes) diags. O '33 [N. Y., Macmillan] \$4.75  
A study of the relation between the size and efficiency of industries, with special reference to the history of selected British and American industries, 1850-1910.
- Jones, Leila Po**  
Assent to autumn. 70p. O c. Brattleboro, Vt., Stephen Daye Press \$1.50  
Lyric verse.
- Jones, Robert Lee Hi**  
History of the foreign policy of the United States. 545p. (bibl. footnotes) D [c. '33] N. Y., Putnam \$3.50  
A history of the diplomatic policies and relations of the United States since colonial days, with emphasis placed upon the application of our early principles to the changed and changing modern world.
- George, Charles**  
Sentimental Sarah; a comedy of charm in three acts. 84p. diagr. D c. '33 N. Y., S. French pap., 50c.
- Good, Warren R.**  
How to prepare a term report; a manual for students. 31p. (2p. bibl.) diagr. O [c. '32] Ann Arbor, Mich., Univ. of Mich. Press pap., apply
- Holder, William J.**  
Simplified technocracy. 32p. D [c. '33] [Salt Lake City, Pyramid Press] pap., 35c.
- Kane, Anna and Mitch, Ruth Ingalls**  
The making of Chicago [elementary textbook]. 128p. il., maps O [c. '33] Chic., Lyons & Carnahan pap., 40c.
- Keniston, Hayward**  
A basic list of Spanish words and idioms. 88p. T [c. '33] Chic., Univ. of Chic. Press flex. cl., 50c.
- King, Florence B.**  
Manual for food preparation study. 111p. Q '33 N. Y., Wiley pap., \$1.50

- Keating, Lawrence A.** **Fi**  
Riding the range. 256p. D (Popular copyrights) [c. '32] N. Y. [Grosset] 75 c.
- La Barre, Julia** **Po**  
Stories of Shakespeare's popular comedies, told in rhyme. 70p. front (por.) D c. Portland, Ore., Metropolitan Press \$1.25
- Lee, Lawrence** **Po**  
Summer goes on. 64p. D '33, c. '24-'33 N. Y., Scribner \$1.75  
Lyric verse.
- Leopold, Aldo**  
Game management. 502p. (22p. bibl.) il., maps, diagrs. O c. N. Y., Scribner \$5  
A detailed study of the methods and principles of the conservation of game by management.
- MacDonald, Philip [Oliver Fleming, Anthony Lawless, Martin Porlock, pseud.]** **Fi**  
Escape. 311p. D (Copyright fiction) [c. '32] N. Y., Burt 75 c.
- McFadyen, John Edgar, D.D.** **Re**  
Introduction to the Old Testament; new rev. ed. 400p. (bibl. footnotes) D '33 N. Y., Macmillan \$2
- McGuire, Paul** **Fi**  
Death tolls the bell. 344p. D '33 N. Y., Coward-McCann \$2  
Through the efforts of Mr. Hupper, an eccentric novelist, the mystery of the murder of Stella Essington, beautiful film star, whose body was found tied to the bell rope of an English village church, is cleared up.
- MacKaye, Percy** **Dr**  
Sanctuary; a bird masque; new ed. 91p. il. D (French's standard lib. ed.) '33, c. '13, '14 N. Y., S. French pap., 75 c.
- Macmillan, Ebenezer, D.D.** **Re**  
Seeking and finding. 281p. D c. N. Y., Harper \$1.50  
Sermons, inspired by the author's connection with the Oxford Group.
- Manners, John Hartley** **Fi**  
Peg o' my heart; a comedy of youth [photoplay ed.]. 381p. D (Popular copyrights) [c. '13] N. Y., Grosset 75 c.
- Marryat, Captain Frederick** **Ju**  
Mr. Midshipman Easy. 383p. front. D (Children's favorite ser.) [c. 28] N. Y., Grosset 50 c.
- Martin, Mrs. Helen Reimensnyder** **Fi**  
Lucy Anderson, portrait of a wife. 306p. D (Popular copyrights) [c. '32] N. Y., Grosset 75 c.
- Maugham, William Somerset** **Dr**  
For services rendered; a play in three acts. 87p. D '33, c. '32, '33 Garden City, N. Y., Doubleday \$1.50  
This play just opened on Broadway starring Fay Bainter.
- Mavity, Nancy Barr [Mrs. Arthur Benton Mavity]** **Fi**  
The case of the missing sandals; a Peter Piper detective story. 316p. D (Popular copyrights) [c. '30] [N. Y., Grosset] 75 c.
- Maynard, Theodore** **Po**  
Preface to poetry. 454p. (2p. bibl.) O [c. '33] N. Y., Century \$2.75  
A survey and critical analysis of the whole field of poetry—its content, nature, patterns and kinds.
- Merrel, Mrs. Concordia** **Fi**  
Consequences. 301p. D (Popular copyrights) [c. '31] [N. Y., Grosset] 75 c.
- Merry, Ralph Vickers**  
Problems in the education of visually handicapped children. 258p. il. O (Harvard studies in educ., v. 19) '33 Cambridge, Mass., Harvard \$2.50
- Michaud, Régis, comp.**  
Vingtième siècle; an anthology of the new French prose and poetry. 537p. (12p. bibl.) D c. N. Y., Harper \$2  
An anthology of outstanding modern French writers, compiled for students by a professor of romance languages in the University of Illinois.
- Moats, Alice-Leone**  
No nice girl swears; foreword by Edna Woolman Chase. 195p. D c. N. Y., Knopf \$2  
Ultra modern etiquette for debutantes and would-be debutantes.
- Moody, John** **Bi**  
The long road home; an autobiography. 273p. D c. N. Y., Macmillan \$2  
The well-known financial writer tells his life story emphasizing his religious experiences and his conversion to Catholicism.
- Krafft, Carl Frederick**  
The mechanistic autonomy of nature. 101p. (bibls.) diagrs. O [c. '33] Wash., D. C., Author, 2510 Q St., N. W. \$1
- Kuhlmann, William D.**  
Teacher absence and leave regulations; some basic facts and principles related to temporary absence of teachers, for use in formulating valid absence regulations. 82p. (3p. bibl.) O (Contribs. to educ., no. 564) c. N. Y., Teachers Coll., Columbia Univ. \$1.50
- Lackey, Earl E.**  
Introductory geography for teachers'-college students (with emphasis on the home region); a method of selecting and evaluating materials for a professional subject-matter treatment. 132p. (4p. bibl.) map, diagrs. O c. Lincoln, Nebr., Author, Univ. of Nebr. pap., apply
- Langdon, Grace**  
An individual study guide; to be used by high school and college students and parent study groups with Home guidance for young children. 63p. D (John Day education pamphlet ser.) [c. '33] N. Y., John Day pap., 50c.
- Lee, Dorris May**  
The importance of reading for achieving in grades four, five, and six. 72p. (bibl.) O (Contribs. to educ., no. 556) c. N. Y., Teachers Coll., Columbia Univ. \$1.50
- [Levine, Isaac Don]**  
The one big bank. 14p. front. (diagr.) Q [c. '33] [N. Y., Mutual Plan Pub'ns, 66 5th Ave.] pap., 10c.
- Lobingier, John Leslie**  
What shall we do about missions? a six session course for young people. 44p. (3p. bibl.) D [c. '33] Bost., Pilgrim Press pap., 25c.
- Loeffler, H. C.**  
Costs of venereal disease to St. Louis. 44p. (bibl. footnotes) O [c. '33] St. Louis, Missouri Social Hygiene Ass'n, 2221 Locust St. pap., gratis
- Lyon, Leverett S. and Laidler, Harry W.**  
What shall we do about the anti-trust laws? 13p. O (Economics ser. presentation no. 19) '33 [Chic.] Univ. of Chic. Press pap., 15c.
- Miller, Kempster B.**  
Telephone theory and practice—manual switching and sub-station equipment. 439p. il. O '33 N. Y., McGraw-Hill \$5

**Morgan, Beatrice Burton [Mrs. Victor Morgan]** **Fi**

Girl in the family. 307p. D [c. '32, '33] N. Y., Farrar & Rinehart \$2

The romance of Susan Broderick, who had been willing to agree with her impecunious family's wishes that she marry Wallace Steffen, until the handsome new roomer came to stay in the old Broderick mansion.

**Mother Goose** **Ju**

Famous rhymes Mother Goose; ed. by Watty Piper [new ed.]. no p. il. (pt. col.) Q (Star b'ks for children) [c. '22-'33] N. Y., Platt & Munk \$1

**Muir, Augustus** **Fi**

The dark adventure. 278p. D c. N. Y., Putnam \$2

A tale of mystery and adventure laid in Scotland in the desolate country verging on the North Sea.

**Mund, Vernon Arthur** **Ec**

Monopoly; a history and theory. 170p. (5p. bibl.) diagrs. O c. Princeton, N. J., Princeton \$3

A history of thought on monopoly.

**Nadler, Marcus and Bogen, Jules Irwin** **Ec**

The banking crisis; the end of an epoch. 211p. D c. N. Y., Dodd, Mead \$1.75

An account of why and how the American banking system broke down in 1933, with an analysis of the new measures taken by President Roosevelt and Congress. The authors are professors of finance at New York University.

**Nyvall, David** **★**

Beacon lights; three addresses and an essay; tr. from the Swedish by E. Gustav Johnson. 61p. front. (por.) D c. Chic., North Park College Alumni Ass'n, 3225 Foster Ave. bds., 50 c.

Published by the alumni in honor of the seventieth birthday anniversary of the author, president-emeritus of North Park College.

**Official program** of the inaugural ceremonies inducting into office Franklin D. Roosevelt, President of the United States, John N. Garner, Vice-President of the United States, March 4, 1933. 64p. il. Q c. [Wash., D. C., Ransdell, Inc.]

lea. cl., \$2; pap., 35 c.

**Papers of the Michigan Academy of Science,**

**Arts and Letters;** v. 17, v. 18. 748p.; 637p. (bibls.) il., maps (pt. col.) O '33 Ann Arbor, Mich., Univ. of Mich. Press \$4, ea.; pap., \$2.25, ea.

**Parker, John, ed.** **Bi**

Who's who in the theatre; a biographical record of the contemporary stage; 7th ed., rev. and enl. 1888p. diagrs. D '33 [N. Y.] Pitman \$8.50

**Parker, Mrs. Mary Moncure** **Dr**

Peppy monologues. 158p. D c. N. Y., S. French \$1.50

Thirty-two original monologues of various types and for various ages.

**Newell, Frederick Haynes, ed.**

Planning and building the city of Washington. 276p. (3p. bibl.) il., maps, diagrs. D '32 [Wash., D. C.] Ransdell, Inc. \$2; de luxe signed ed., \$3

**Newlon, Jesse H. and Hanna, Paul R.**

The Newlon-Hanna spelling notebook. 80p. O [c. '33] Bost., Houghton pap., 16c.

**Pannell, Henry Clifton**

The preparation and work of Alabama high school teachers. 124p. (bibl. footnotes) O (Contribs. to educ., no. 551) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

**Parkman, Francis** **Ju**

The Oregon trail. 333p. front. D (Children's favorite ser.) [c. '27] N. Y., Grosset 50 c.

**Peck, Anne Merriman and Johnson, Enid** **Ju**

Roundabout America; il. by Anne Merriman Peck. 490p. (bibls.) il., maps O c. N. Y., Harper \$3.50

An account of the authors' trips by car, plane, boat and train across the United States from sea to sea, in the north and in the south. For boys and girls.

**Pettit, Charles** **Fi**

The son of the Grand Eunuch; il. by Steele Savage. 254p. O [c. '27] N. Y., Blue Ribbon B'ks \$1

**Phillpotts, Eden [Harrington Hext, pseud.]** **Fi**

They could do no other; a volume of stories. 286p. D [n.d.] N. Y., Macmillan \$2

Twelve stories of the English countryside.

**Pickard, R. O.**

Your job; how to get it and how to keep it. 251p. D c. N. Y., Dodd, Mead \$1.75

Advice and suggestions for everyone who has or wants a job.

**Piper, Watty, ed.** **Ju**

Famous fairy tales [new ed.]. no p. il. (pt. col.) Q (Star b'ks for children) [c. '22-'33] N. Y., Platt & Munk \$1

**Prenner, Manuel and others, eds.**

Concurrence and dissent; some recent Supreme Court cases. 254p. front. S [c. '33] N. Y., C. E. Merrill flex. lea. cl., 64 c.

A textbook for senior high school English classes, especially suited to work in debating.

**Prevention and control of farm fires; a handbook**

on the causes of fires and best methods of safeguarding against loss of life and property. 167p. il. O '33 Bost., Nat'l Fire Protection Ass'n, 60 Battery-march St. 85 c.

**Putnam, George Rockwell**

Lighthouses and lightships of the United States; new and rev. ed. 334p. (4p. bibl.) il., map, diagrs. D '33, c. '17, '33 Bost., Houghton \$3.50

**Rabenort, William Louis**

North and South America, except the United States. 234p. (bibls.) il., maps (pt. col.) D (Rabenort's new geography, grade 6A) [c. '33] N. Y., Amer. B'k 80 c.

The United States, except Atlantic coast. 242p. (bibl.) il., maps (pt. col.) D (Rabenort's new geography, grade 5B) [c. '33] N. Y., Amer. B'k 80 c.

**Read, Warren W., ed.**

Comparative essays, present and past. 459p. (4p. bibl.) il. D (Noble's comparative classics) [c. '33] N. Y., Noble & Noble lea. cl., \$1.20

**Pollock, James K. and others**

Lobbying. 13p. O (Gov't ser. 3, lecture no. 13) '33 [Chic.] Univ. of Chic. Press pap., 15c.

**Pringle, Rev. J. C.**

British social services; the nation's appeal to the housewife and her response. 189p. S '33 N. Y., Longmans pap., 75c.

**Raven, Charles Earle, D.D.**

Signs of the times; some reflections upon the scope and opportunity of theology. 41p. D ['33] [N. Y., Macmillan] pap., 75c.

**Reynolds, Mrs. Louis Baillie [Gertrude M. Robins Reynolds]** **Fi**

Very private secretary. 314p. D (Crime club) \$2  
 '33, c. '32, '33 Garden City, N. Y., Doubleday  
 When Alfrey Carr took the post of private secretary at Guntersted's she stepped into a tangle of mystery and danger.

**Rice, Elmer** **Dr**

We, the people; a play in twenty scenes. 262p. front. D [c. '33] N. Y., Coward-McCann \$2  
 This American social play indicting our economic system was produced on Broadway this season.

**Riddell, Mrs. Florence** **Fi**

Suspicion. 313p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

**Riley, William Bell** **Re**

The perennial revival; a plea for evangelism; 3rd ed., rev. 259p. D [c. '33] Phil., Judson Press \$1.25; pap., 75 c.

**Rohmer, Sax, pseud. [Arthur Sarsfield Ward]** **Fi**

Tales of East and West. 345p. D (Crime club) '33, c. '22-'32 Garden City, N. Y., Doubleday \$2  
 Thirteen short stories of murder and mystery by the author of the Fu Manchu books.

Yu'an Hee See laughs. 318p. D (Copyright fiction) [c. '31, '32] N. Y., Burt 75 c.

**Roos, Charles F., ed.** **Ec**

Stabilization of employment. 300p. (bibl. footnotes) diags. O c. Bloomington, Ind., Principia Press \$3.50  
 Papers presented at the Atlantic City meeting of the American Association for the Advancement of Science.

**Ross, Barnaby, pseud.** **Fi**

The tragedy of X; a Drury Lane mystery. 373p. D (Popular copyrights) [c. '32] N. Y., Grosset 75 c.

**Roth, Joseph** **★ Fi**

Job; the story of a simple man; tr. by Dorothy Thompson. 279p. D (Novels of distinction) [c. '31] [N. Y.] Grosset \$1

**Sabatini, Rafael** **Fi**

The talking horse. 304p. D '33, c. '30, '33 Bost., Houghton \$2  
 A swashbuckling tale laid in 17th century England.

**Sanders, Charles Wesley** **Fi**

Riders of the Oregon. 256p. D (Copyright fiction) [c. '27-'32] N. Y., Burt 75 c.

**Savi, Mrs. Ethel Winifred Bryning** **Fi**

Fate's captive. 320p. D c. N. Y., Watt \$2  
 The love story of a half-caste girl of India.

**Scarlett, Roger, pseud. [Evelyn Page and Dorothy Blair]** **Fi**

Cat's paw. 319p. D (Popular copyrights) [c. '31] N. Y., Grosset 75 c.

**Schumann, Mary** **Fi**

Strong enchantments; a novel. 316p. D c. Phil., Macrae-Smith \$2  
 Can a woman who loves her husband fall in love with another man? That is the question Linda Tresor faced when she had always believed in the security of her love for Graham.

**Scott, Colonel R. G.** **Fi**

Indian romances. 141p. il. D c. Bost., Meador \$1.50

**Seasegood, Murray**

Local government in the United States; a challenge and an opportunity. 153p. O '33 Cambridge, Mass., Harvard \$1.50

**Sewell, Alfred J.**

The dog's medical dictionary; new and rev. ed., by Frederick W. Cousens. 336p. il., diags. O '33 N. Y., Scribner \$2.75

**Sewell, Mrs. Anna** **Fi**

Black Beauty; the autobiography of a horse [photoplay ed.]. 278p. D (Popular copyrights) [c. '11] N. Y., Grosset 75 c.

**Shakespeare, William: O'Neill, Eugene Gladstone** **Dr**

Macbeth: The Emperor Jones; ed. by Benjamin A. Heydrick and Alfred A. May. 278p. (bibl.) il. D (Noble's comparative classics) [c. '33] N. Y., Noble & Noble lea. cl., 95 c.

**Shêpard, Kathleen, pseud.** **Fi**

Country club girl. 255p. D (Copyright fiction) [c. '32] N. Y., Burt 75 c.

**Shiel, Matthew Phipps** **Fi**

This above all. 304p. D [c. '33] N. Y., Vanguard \$2  
 The strange story of a love that lasted two thousand years, of Prince Surazal, who was said to have awakened from a coma, in which he was pronounced dead.

**Shorter Oxford English dictionary** (The), on historical principles; rev. and ed. by C. T. Onions; 2v. 2503p. Q '33 N. Y., Oxford \$18

**Shute, Nevil, pseud. [Nevil Shute Norway]** **Fi**

Lonely road. 302p. D (Copyright fiction) [c. '32] N. Y., [Burt] 75 c.

**Shutes, Milton H., M.D.** **Bi**

Lincoln and the doctors; a medical narrative of the life of Abraham Lincoln [lim., numbered, signed ed.]. 152p. (4p. bibl.) il. O c. N. Y., Press of the Pioneer bds., \$5

**Snow, Charles Horace [Charles Ballew, pseud.]** **Fi**

The invisible brand. 283p. D [c. '33] Phil., Macrae-Smith \$2  
 A western tale of gun-fighting, cattle-rustling and romance.

**Social work year book 1933**; a description of organized activities in social work and in related fields; 2nd issue; ed. by Fred Smith Hall. 680p. (bibl.) O c. N. Y., Russell Sage Found. \$4

**Seashore, Carl E.**

Approaches to the science of music and speech. 15p. O (Univ. of Ia. studies new ser., no. 258; ser. on aims and progress of research no. 41) '33 Iowa City, Ia., Univ. of Ia. pap., apply

**Seely, Fred B. and Ensign, Newton E.**

Analytical mechanics for engineers; 2nd ed. 414p. O '33 N. Y., Wiley \$3.75

**Selner, John C.**

Chant at the altar; an explanation of principles for the use of priests and seminarians. 44p. O c. Balt., John Murphy Co. pap., 60c.

**Silver, J. C.**

Biology and morphology of the spindle worm, or elder borer. 19p. (bibl.) il., diagr. O (U. S. Dept. of Agri. technical bull. no. 345) '33 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap., 5c.

**Somary, Felix**

★ Ec

End the crisis! a plea for action [tr. from the German by E. W. Dickes]. 111p. D c. N. Y., Dutton \$1

The author writes optimistically of the present world economic situation and suggests measures to overcome the depression.

**Spafford, Justin and Esty, Lucien, comps.**

Ask me another! the question book; an omnibus ed.; preface by Robert Benchley. 374p. O [c. '27] N. Y., Blue Ribbon B'ks \$1

A combination of books 1 and 2 originally published by Viking Press.

**Speer, Robert Elliott**

Re

The finality of Jesus Christ. 386p. (bibl. footnotes) O [c. '33] N. Y., Revell \$3

This declaration, by a well-known missionary student and administrator, for the absolute paramountcy of Jesus was given in 1932-33 as the L. P. Stone Lectures at Princeton Theological Seminary and as the Gay Lectures at Southern Baptist Theological Seminary.

**Steiner, Jesse Frederick**

Americans at play; recent trends in recreation and leisure time activities. 215p. (bibl. footnotes) O (Recent social trends monographs) c. N. Y., McGraw-Hill \$2.50

A study of the more significant recent developments in the rapidly expanding field of recreational activities.

**Stevenson, Burton Egbert**

Fi

The house next door; a detective story. 313p. D (Copyright fiction) [c. '31, '32] N. Y., Burt 75 c.

**Strange, Oliver**

Fi

Lawless; an adventure of Sudden, the outlaw. 309p. D c. N. Y. Dial Press \$2

A western story.

**Studebaker, John Ward and others**

Number stories; bk. 2. 240p. il. (pt. col.) D (Curriculum foundation ser.) [c. '33] Chic., Scott, Foresman 68 c.

Arithmetic for second grade.

**Swain, Joseph Ward**

Hi

Beginning the twentieth century; a history of the generation that made the war. 642p. (10p. bibl.) maps (pt. col.) O [c. '33] N. Y., Norton \$4.75

A history of the origins, outbreak, progress and end of the World War and the chaotic years that followed, by an associate professor of history in the University of Illinois.

**Teilhet, Darwin L.**

Fi

Murder in the air. 271p. diagr. D (Popular copyrights) [c. '31] N. Y., Grosset 75 c.

**Tempski, Armine von**

Fi

Lava; a saga of Hawaii. 301p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

**Strawn, Silas H.**

The lawyer and business. 12p. O (Law ser. 1, lecture no. 7) '33 [Chic.] Univ. of Chic. Press pap., 15c.

**Warmkessel, Lewis H.**

Modern shirt drafting for stock patterns. 81p. diagrs. S [c. '33] [Pottsville, Pa., Pattern Drafting Co., 509 Ridge Ave.] \$3.50

**[Westover, H. L. and others]**

Growing root crops for livestock. 14p. il. O (Farmers' bull. no. 1699) ['33] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap., 5c.

**Todd, Jessie Mabel and Gale, Ann Van Nice**

Enjoyment and use of art in the elementary school. 143p. (bibl. footnotes) il., diagrs. O [c. '33] Chic., Univ. of Chic. Press \$1.50

A practical handbook for teachers describing classroom technique and curriculum material adaptable to elementary school programs.

**Tolstoi, Leo Nikolaievich, Count**

★ Fi

War and peace; iv. ed. T '33 N. Y., Oxford \$3

**Towse, Anna B. and Gray, William Scott**

Health stories; bk. 1. 144p. il. (col.) D (Curriculum foundation ser.) [c. '33] Chic., Scott, Foresman 60 c.

A reader for the first grade.

**Tunstall, Beatrice**

Fi

The shiny night. 430p. il. D (Star b'ks) [c. '31] Garden City, N. Y., Garden City Pub. Co. \$1

**Twain, Mark, pseud. [Samuel Langhorne Clemens]**

Ju

The adventures of Tom Sawyer. 290p. il. D (Children's favorite ser.) [c. '75-'20] N. Y., Grosset 50 c.

**Twelve famous plays of the Restoration and**

Dr

eighteenth century; introd. by Cecil A. Moore. 975p. D (Modern Lib. giants) [c. '33] N. Y., Modern Lib. \$1

Five of these plays have been revived on the New York stage in the past three years. The authors represented are Wycherley, Dryden, Otway, Congreve, Vanbrugh, Farquhar, Gay, Garrick, Goldsmith and Sheridan.

**Uhler, John Earle**

Fi

Cane juice; a story of southern Louisiana. 340p. D (Popular copyrights) [c. '31] N. Y. [Grosset] 75 c.

**Urbantschitsch, Rudolph**

Psychoanalysis for all. 63p. S '33 Bost., Bruce Humphries bds., \$1.25

**Villaverde, Cirilio**

Fi

Cecilia Valdes; a novel of tropical life. 399p. front. (col.) D '33 Bost., L. C. Page \$2

**Villon, François**

★ Po

The lyrics of François Villon; tr. [from the French] by Leonie Adams and others. 136p. il. (col.) Q '33 N. Y., Lim. Eds. Club buck., \$10 to members

**Wadsley, Olive**

Fi

Serenade. 303p. D (Copyright fiction) [c. '32] N. Y., Burt 75 c.

**Wallace, Kathleen**

Fi

Without a stair. 303p. D c. Garden City, N. Y., Doubleday \$2

The story of Hester, a beautiful and fanatically religious English girl, whose drama is played on a flood-swept Chinese coast.

**Wigmore, John H.**

Should the public distrust the lawyer? 11p. O (Law ser. 1, lecture no. 6) '33 [Chic.] Univ. of Chic. Press pap., 15c.

**Wrightstone, J. Wayne**

Stimulation of educational undertakings; a study of school support in New York cities and villages under earmarked and non-earmarked state subsidy plans. 84p. (3p. bibl.) diagrs. O (Contribs. to educ., no. 562) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

**Wallgren, Abian A., il.**

The A. E. F. in cartoon; introd. by Alexander Woollcott, and a libel by John T. Winterich. no p. il. Q c. Phil., Dan Sowers & Co., 1201 Chestnut St. bds., \$1.50

A collection of the cartoons which appeared in *The Stars and Stripes*, the official newspaper of the A.E.F. in the World War.

**Wear, George W.**

Leisure hours. 125p. D c. Bost., Meador \$1.50  
Stories of America in the middle of the last century.

**White, R. Clyde**

Social statistics. 495p. (bibls. and bibl. footnotes) diags. O (Harper's social science ser.) c. N. Y., Harper \$4

The technique of social statistics. The author is professor of sociology and director of the Bureau of Social Research in Indiana University.

**Williams, Michael, ed.**

The book of Christian classics. 483p. (bibl. footnotes) O (Black and gold lib.) [c. '33] N. Y., Liveright \$2

An anthology of Christian devotional literature.

**Yarros, Rachelle S., M.D.**

Modern woman and sex; a feminist physician speaks. 218p. D c. N. Y., Vanguard \$2

Modern sex problems discussed from the point of view of woman's equality in sex.

**Young, Francis Brett**

The cage bird, and other stories. 289p. O c. N. Y., Harper \$2.50

Thirteen stories with a wide range of mood and setting.

**Young, Gordon Ray**

Red Clark o' Tulluco. 309p. D '33, c. '31, '33 Garden City, N. Y., Doubleday \$2

Red Clark of "Fighting Blood" gets entangled with a dangerous outfit in this fast-shooting western tale.

# Title Index to The Weekly Record

*Does not include the material listed in smaller type*

Adventures of Tom Sawyer, The. Twain, M. 50 c. Grosset

Alien corn. Howard, S. C. \$2 Scribner

A. E. F. in cartoon, The. Wallgren, A. A. \$1.50 Dan Sowers & Co.

Americans at play. Steiner, J. F. \$2.50 McGraw-Hill

Ancient songs chiefly on Moorish subjects. \$12 Oxford

Art of living with God, The. Busch, J. F. \$1.50 Benziger

As the earth turns. Carroll, G. H. \$2.50 Macmillan

Ask me another! Spafford, J. \$1 Blue Ribbon B'ks

Aspects of Shakespeare. \$3.25 Oxford

Assent to autumn. Jones, L. \$1.50 Stephen Daye Press

Attractive food reform. Baines, M. \$3 Bruce Humphries

Autobiography. Gide, A. \$20 Random House

Banking crisis, The. Nadler, M. \$1.75 Dodd, Mead

Beacon lights. Nyvall, D. 50 c. North Park College Alumni Ass'n

Beginning the twentieth century. Swain, J. W. \$4.75 Norton

Black Beauty. Sewell, A. 75 c. Grosset

Book of Christian classics, The. Williams, M. \$2 Liveright

Border, The. Doneghy, D. 75 c. Burt

Brave new world. Huxley, A. L. \$1 Garden City Pub. Co.

Burma ruby, The. Fletcher, J. S. \$2 Dial Press

Cage bird, The. Young, F. B. \$2.50 Harper

Cane juice. Uhler, J. E. 75 c. Grosset

Case of the missing sandals, The. Mavity, N. B. 75 c. Grosset

Cat's paw. Scarlett, R. 75 c. Grosset

Cecilia Valdes. Villaverde, C. \$2 L. C. Page

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Charlie and the surprise house. Hill, H. \$1.25 Macmillan

College algebra. Brink, R. W. \$2.25 Century

College readings in poetry, English and American. Del Plaine, F. K. \$1.10 Macmillan

Comparative essays. Read, W. W. \$1.20 Noble & Noble

Concurrence and dissent. Prenner, M. 64 c. C. E. Merrill

Consequences. Merrel, C. 75 c. Grosset

Country club girl. Shepard, K. 75 c. Burt

Cross word puzzle book, The; 27th ser. Buranelli, P. \$1.35 Simon & Schuster

Dark adventure, The. Muir, A. \$2 Putnam

Death tolls the bell. McGuire, P. \$2 Coward-McCann

Desert island adventure book, The. Grove, J. \$1.90 Macmillan

Dog's medical dictionary, The. Sewell, A. J. \$2.75 Scribner

Duel of the queens, The. Barrington, E. \$1 Grosset

Easy to kill. Footner, H. 75 c. Burt

Economic development in modern Europe. Day, C. \$2.50 Macmillan

Eight cousins. Alcott, L. M. 50 c. Grosset

End the crisis! Somary, F. \$1 Dutton

English composition in theory and practice. Canby, H. S. \$2 Macmillan

Enjoyment and use of art in the elementary school. Todd, J. M. \$1.50 Univ. of Chic. Press

Escape. MacDonald, P. 75 c. Burt

- Essay on poetics, An. Brenton, T. R. \$1.25  
Oxford
- Europe since the war. Jackson, J. H. \$1.25  
Dutton
- Evil chateau, The. Horler, S. 75 c. Grosset
- Famous fairy tales. Piper, W. \$1 Platt & Munk
- Famous rhymes Mother Goose. Mother Goose. \$1  
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## OLD & RARE BOOKS

FREDERICK M. HOPKINS

THE SALE of Boswell, Johnson, Goldsmith, Piozzi and co-related books collected by Lieut. Col. Ralph H. Isham, which will be sold at the American Anderson Galleries, May 4th, is a bibliographical event of the first magnitude. In the preface written for the catalog, Frederick A. Pottle says: "This group of books represents the combined work of two collectors, for the nucleus of it was the Johnsonian library of the late Lieut. Col. F. R. C. Grant, author of the 'Life of Dr. Johnson' in the Great Writers Series. Col. Isham's additions have been many and discriminating. I have a personal reason for regretting this sale. During the fifteen months which I spent

at Glen Head editing the Boswell Papers, these books were my reference library." He also says: "I know the Boswellian group here offered to be one of the most interesting ever assembled," and adds that "it contains more first editions than any single collection sold hitherto, and includes some of the rarest." The catalog contains 213 lots. The catalog, when the prices of this sale are added, will become an important Boswell-Johnson item.

AN EXHIBITION of Sir Walter Scott's first editions and manuscripts was held last autumn at Avery Hall, Columbia University. Among

the manuscripts was Scott's "Guy Mannering," in three volumes, loaned by the Morgan Library. Toward the end of the exhibition, the first volume mysteriously disappeared, and efforts to find it appeared unavailing. It has recently turned up as mysteriously as it disappeared. The reticence which has marked the incident from the beginning has been maintained since its return. *The New York Sun* says: "Whether the thief was paid for his spoil, whether a collector overcome by temptation repented and made reparation, is not divulged; nor is there confirmation for the theory that since it disappeared from Avery Hall the manuscript has reposed in safety in the strong box of a collector whose reputation for probity was so high that, were the name disclosed, the public would be amazed as were the collector's heirs when on their examination of a private safe deposit vault after the death of its lessee they found, in perfect order, the first volume of the manuscript of Walter Scott's 'Guy Mannering.'"

THE MANAGERS of the Pennsylvania Hospital have just purchased from Dr. A. S. W. Rosenbach the original manuscript of the famous inscription written by Benjamin Franklin for the cornerstone of the main building of the hospital at Ninth and Spruce Streets, Philadelphia. The inscription, entirely in Franklin's handwriting, was recently discovered in Germany and acquired by Dr. Rosenbach, who, feeling strongly that it should be in the possession of the hospital, volunteered to sell it for what he had paid. A subscription was raised, and the manuscript purchased. It was formerly in the possession of an eminent Philadelphia citizen, Roberts Vaux (1786-1836). Roberts Vaux was a manager of the hospital from 1823 to 1834 and secretary of the board from 1828 to 1834. The manuscript bears the following endorsement on the back: "The within was inscribed on Marble Stone placed at the Foundation of the S. E. corner of the Hospital." The manuscript in Franklin's autograph reads as follows:

In the Year of Christ  
1755  
George the second happily reigning  
(For he sought the Happiness of his people)  
Philadelphia flourishing  
(For its Inhabitants were publick-spirited)  
This Building  
By the Bounty of its Government

And of many private Persons  
Was piously founded,  
For the Relief of the Sick and Miserable,  
May the God of Mercies  
Bless the Undertaking!

AN EXHIBITION of Galsworthiana is being shown until May 6th in the gallery of Scribner's bookstore. Included in it are fifteen photographs loaned by Mrs. Galsworthy. Other items are an oil painting by Sauter, loaned by W. T. H. Howe; forty other photographs depicting events and phases in Mr. Galsworthy's life, and one of the greatest collections of first editions and rare pamphlets ever assembled in this country. Some of the pamphlets and books are not listed in any bibliography. The most expensive item, priced at \$900, is the author's copy of Mr. Galsworthy's first novel, "From the Four Winds," published in 1897 under the name of John Sinjohn. On the fly leaf Mr. Galsworthy wrote:

"I wrote this book, and certify  
That She's been mine in days gone by.  
In fact, the slim and timid tome  
Has only known her parent's home.  
There with a slightly older twin,  
She's stabled been with kith and kin.  
Thereof, lest any have a doubt,  
I write these words and turn her out."

YALE UNIVERSITY LIBRARY has opened an extensive exhibition of Hebraics and Judaica in honor of the ninety-first anniversary of the birth of Dr. Alexander Kohut, whose memory is perpetuated at Yale by the Alexander Kohut Memorial Publication Fund, a Memorial Fellowship in Semitics, and a collection of Judaica. Yale's part in the history of Hebrew studies in America is illustrated in one section of the exhibit, the center of which is occupied by the Hebrew papers of Dr. Ezra Stiles, president of Yale College from 1778 to 1795, famous in his time for his Hebrew scholarship.

ANDREW BLOCK, whose "Short History of the Principal London Antiquarian Booksellers and Book Auctioneers" has just been reprinted in a separate edition by Denis Archer, will shortly have ready with the same London publisher a new work entitled "Key-Books of British Authors, 1600-1932," uniform with his "Book Collector's Vade Mecum."

DR. HENRY VAN DYKE possessed a collection of first editions of Lord Tennyson well known to collectors on both sides of the Atlantic. According to his will, his Tennyson and Stevenson first editions will go to the library of Princeton University. The remainder of his library is to be divided so that "well-cherished friends" shall receive souvenirs, as well as the testator's four daughters, sons-in-law, and brother Dr. Paul Van Dyke, professor emeritus of history at Princeton. Dr. Van Dyke's unpublished manuscripts are placed in the hands of three literary executors.

THE MOST SUCCESSFUL BOOK of the late Henry van Dyke, according to a statement just issued by Harper & Brothers, was "The Story of the Other Wise Man." It first appeared as a short story in *Harper's Magazine*, was then printed in book form, and since then has appeared in fifteen different editions, reaching a total sale of 750,000 copies. In recent years the sale has kept steadily at about 15,000 a year. The first edition is an octavo, bound in decorated cloth, gilt top, uncut, with six illustrations, dated 1896.

## Auction Calendar

FRIDAY MORNING, MAY 5TH, AT 11 O'CLOCK. Rare Americana, including many important historical items from several collections. (Items 124.) Charles F. Heartman, Metuchen, N. J.

## Catalogs Received

AMERICANA. (No. 67.) Americus Book Co., Americus, Ga.

ART, ARCHAEOLOGY, ARCHITECTURE. (No. 473; Items 648.) Bernard Quaritch, Ltd., 11 Grafton St., London, W. 1, England.

ART AND ARCHITECTURE. (No. 27; Items 165.) Ellis, 29 New Bond St., London, W. 1, England.

AUTOGRAPHS. (No. 110; Items 116.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

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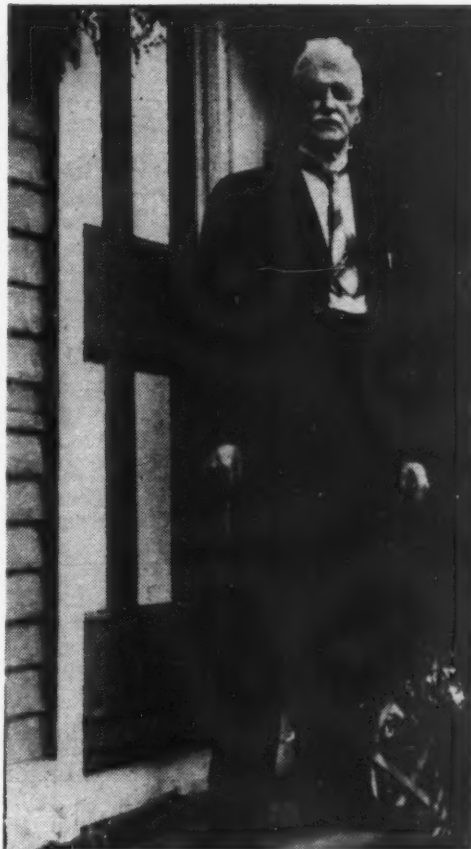
ORIENTAL BOOKS. Luzac & Co., 46 Great Russell St., London, W. C. 1, England.

PRIVATE PRESSES AND FINELY PRINTED BOOKS. (No. 129; Items 614.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

RARE AND OUT-OF-PRINT BOOKS ON NORTH AMERICA. (No. 17; Items 248.) Hermann & Co., 92 King St., Toronto, Canada.

SCARCE AND OUT OF PRINT ART BOOKS. (No. 90; Items 327.) Dawson's Book Shop, 625 South Grand Ave., Los Angeles, Cal.

SCIENCES PSYCHIQUES. (No. 51; Items 1101.) Emile Nourry, 62, rue des Ecoles, Paris, 5-e, France.



AMOS E. JEWETT, the well-known rare book-seller, has just published the book on which he has been at work for many years. It is called "Early Settlers of Rowley, Massachusetts, a genealogical record of the families who settled in Rowley before 1700." It is illustrated with pictures of the old houses of the neighborhood, some of the photographs taken by Mr. Jewett and many taken from old pictures of houses which have now disappeared. The book is a revision of an earlier book by George B. Blodgette, but every time we have dropped into Mr. Jewett's shop he has been at work on the book and assures us that it is more work to revise a book than to begin it at the beginning. Mr. Jewett is here shown on the steps of the house where he was born, a house built by his grandfather.

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McFee's Engineers' Note Book. 1st.  
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Analectic Magazine. Vol. VI. Phila., 1815.

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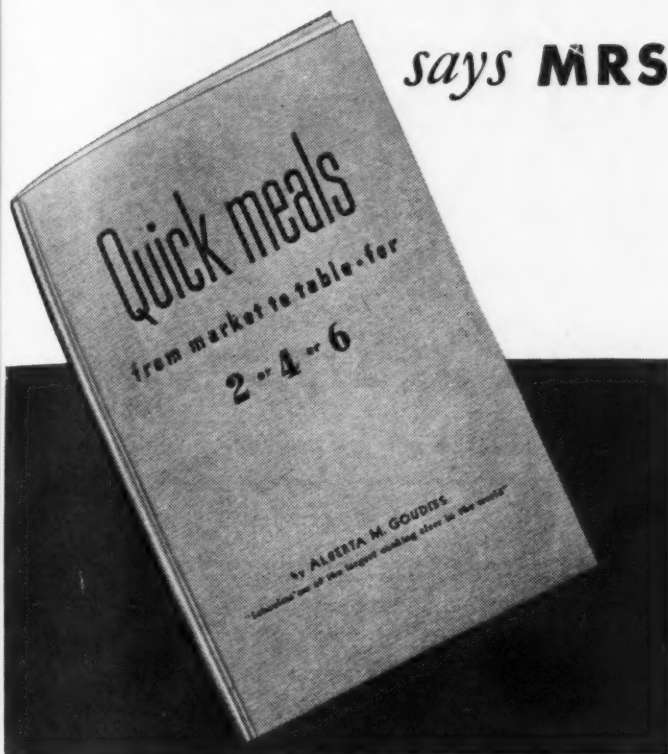
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